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TOURISM INFRASTRUCTURE AND LOCAL TOURISM IN CHENNAI CITY - A SPATIAL ANALYSIS

Thesis Submitted for the
Degree of Doctor of Philosophy (Ph.D.)

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CERTIFICATE

I certify that the thesis entitled **"TOURISM INFRASTRUCTURE AND LOCAL TOURISM IN CHENNAI CITY – A SPATIAL ANALYSIS"** submitted for the degree of Doctor of Philosophy by **Mrs. P. SUJATHA** is the record of research work carried out by him/her during the period from 1995 to 2002 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, titles in this University or any other University or other similar Institution of Higher Learning.

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Signature of the Supervisor

DECLARATION

I declare that the thesis entitled **"TOURISM INFRASTRUCTURE AND LOCAL TOURISM IN CHENNAI CITY – A SPATIAL ANALYSIS"** submitted by me for the degree of Doctor of Philosophy is the record of work carried out by me during the period from 1995 to 2002 under the guidance of **Prof. N. SIVAGNANAM,** Professor and Head, Department of Geography, University of Madras, and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, titles in this or any other University or other similar Institution of Higher Learning.

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Chennai. **P. SUJATHA**

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1.1 INTRODUCTION

1.1.1 TOURISM

Travel has been an integral part of human life through ages. Before the civilisation, nomadic man's main function was to make a living by gathering food and other essential commodities for which he did traveling and also had pleasure of seeing the wonderful naïve nature. When the civilizations established, the civilized man's motivations for traveling had changed. Travel was undertaken primarily for the purpose of business and communication. Later on, religion and education gained more importance for travel motivation. Motivations of military adventurism and discoveries were possible because of zeal and spirit to travel and interest in knowing something which is not known; eagerness to expand the boundaries of kingdoms, etc. During the Renaissance period one can observe a number of evidences which made discoveries of distant lands and people. The industrial revolution laid foundation for the modern tourism. Therefore, travel as a phenomenon is not new, but tourism certainly is a new phenomenon. One of the striking features of the present century is the emergence of tourism as an industry in quite a few developing countries in addition with tourism as an important industry in developed countries. Tourism can stimulate the creation of local growth centers within the country, relatively, in the backward regions. Tourism as a scientific field of study has only a recent beginning in India as in other third world countries. Except historians, economists and a smaller number of other social scientists, the study of tourism still remains only in the back stage for planners and

development administrators. Tourism implies mass movement; temporary in its nature, gained momentum in the recent past, particularly after the Second World War. The development in science and technology especially in the fields of transportation, communications and information has rendered service in influencing large scale movement of the people. Tourism is a phenomenon of extraordinary importance in modern world, but its emergence caught us unaware and unprepared (Mieczkowski, 1981). Tourism stimulates the rate of growth of the overall economy because of its immense growth potential. Under certain situation can also be rightly regarded as an important industry for the diversification of the industrial structure as well as regional development of backward areas.

Tourism which is the world's largest industry has led to the widespread acknowledgment of the decisive role it plays in shaping the global economy and creating employment for millions of people. More recently, attention has also been focused on the impact of tourism in other spheres, in particular on the physical and human environment of destinations, creating new, vitally important issues for consideration on the tourism agenda. As changing economic conditions, modified consumer behaviour and new technologies have created new tourism markets and the further expansion of this industry, its impact has become increasingly pervasive. The tourist industry serves more than 450 million people traveling internationally and 10 times as much traveling domestically (UNEP 1992).

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Tourism is defined by de Meyer, R (1985) as 'a collective term for human movement and its attendant activities caused by the exteriorization and fulfillment of the desire to escape'. According to Bernecker "Tourism is the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reasons' (Kaul,R.N.,1985). On any week-end, if a person takes his children to the city museum or zoo, he will be regarded as a tourist. However by the same logic, a student going abroad to pursue higher studies is not a tourist as he is more likely to have a student visa rather than a tourist visa. When he spends his holiday by visiting the places of interest of his host country then the student is considered a tourist. Even a person attending a summer school away from his usual place of residence would not be a tourist in the narrow sense, since the purpose for his temporary change of residence is not for recreation. In this context a person seeking refuge into a neighboring country to escape from the clutches of law or from political

persecution is also making an involuntary decision; though it is the forces of circumstances which are compelling him to leave his homeland for the time being.

In general (according to various definitions) the following persons have to be considered as tourists:

1. Persons traveling for pleasure, for domestic reasons, for health etc.
2. Persons traveling to various businesses, religious and cultural meetings or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic etc.) and find time to go for sight seeing or shopping.
3. Persons traveling for business purposes and spends time for pleasure trips.
4. Persons arriving in the course of a sea cruise, even when the stay for less than 24 hours.

In 1963, a revised definition was prepared and adopted at the UN Conference on International Travel and Tourism held in Rome, which for statistical purpose describes: "any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited", (Chib, S.N., 1983)

According to the definition of World Tourism Organization (WTO) a tourist is a person who travels to a place other than his usual place of residence and stays at hotels or other accommodation establishments which are run on a commercial basis (or in any

free places) for a duration of not less than 24 hours and not more than 6 months at time, for any of the following purposes:

1. for pleasure (holiday seeking, leisure, sports etc.)
2. conducting pilgrimage attending religious or social functions
3. for study and health
4. for attending meetings
5. in the process of conducting business

Tourists may often move in formal or informal groups. There are different types of group tourists. There are exclusive groups like married couples, family clusters, friends-circles or groups of students.

1.1.2 URBAN TOURISM

Urbanization is a powerful force contributing to the development of towns and cities as places to live in, work and shop in. Cities can also be the focal point for diverse cultural and social activities which the population engages in, offering opportunities for entertainment, tourism and leisure activities tourists require. In other words, urban places have developed as centers to serve the needs of tourists as well as places where political power is exercised through the medium of government. Even so, the urban environment is valued by people in different ways. The individualized choice of the city is related to the functions it provides. Forecasts for world urbanization to the year 2000 indicate that more and more people will be living in urban environments, particularly the sprawling metropolises of the developed and developing world.

As long ago as 1970, P. Hall (1970) predicted that 'the age of mass tourism is the biggest single factor for change in the great capitals of Europe – and in many small historic cities too – in the last 30 years of this century'. This is one immediate reason why tourism researches might wish to study urban places, focusing on a number of questions: why should people who live in urban and non-urban environments choose to spend their free time visiting other cities as tourists and day visitors? And what are the effects for the places they visit? Now that tourism study is gaining wider recognition as a mature area for study and researchers it is appropriate for academicians and practitioners to consider the wide-ranging effects of tourism as a phenomenon in different social, cultural and political environments.

According to C.D. Deshpande 1989) "Modern tourism owes its origin to European colonial expansion, industrialization, revolution in transport and rapid urbanization; all this coming from the industrial nations. Life in crowded industrial cities of Western Europe impelled city dwellers to escape into the countryside, at least for a while, as a change. Thus, arose the 'Holiday Habit', short in distance, short in time (weekends); seaside resorts in U.K., France, and Germany. Switzerland, in due course, became 'the play ground of Europe'.

1.1.3 EVOLUTION OF TOURISM

The word *tourism* did not appear in the English language until the early nineteenth century, and the word *tour* was more closely associated with the idea of a voyage or peregrination or a circuit, as in the case of a theatrical tour, than with the idea of an individual being temporarily away from home for pleasure purposes which is a

significant feature in the use of the word *tourist* today. Three principal epochs of tourism may be distinguished. The first, take the story to the early days of the railway age, that is, to about 1840 in Britain, a little later elsewhere. The second epoch covers the railway age itself. The years between the two world wars, which witnessed the significant development of the private motor car and of the bus and coach, and the period after the Second world war, when civil aviation came to share with the private car the principal transport role in tourism, form together the third epoch.

Transport is the necessary pre-condition of tourism, and the three epochs are to be identified with particular modes of transport. Tourism, is a matter of being elsewhere, and to be elsewhere implies the use of transport. Mechanized transport has made travel possible for a significant part of the population of the developed countries at least, and thus tourism has become a matter of interest and concern to governments and to govern alike. Much of the historical study of tourism will be concerned with the development of modern transport, and other aspects of tourism have followed the evolution of the various modes of transport.

Throughout the century, the idea of leisure took hold on the minds of urban man. The railways made communicating form home to work possible, in fact, had underlined the distinction between work and leisure; once this distinction had been made on a daily basis, it soon came to be applied to the working year, and the concept of an annual holiday began to be formulated as a condition of work. As the railway and the steamship provided the transport, so the emergence of the modern hotel in resorts altered the accommodation picture. The modern hotel even by the early twentieth century was more than a place in which to sleep, and had become an element in the

attractions of the resort. The First World War (1914-18) directly affected the development of tourism in that it confirmed the coming importance of the motor car. In the same way, the Second World War (1939-45) confirmed the position of aircraft for civil use.

The changes in the everyday life which occurred in the 19th century were so great that it affected the growth of tourism in many nations. First among these changes to be identified was the urbanization of the population. Urbanization produced a rapid expansion of middle-class activity at work, professional services, and government, banking and so on, that created the market for travel by generating literate and relatively wealthy *elite*. The capacity and desire of this new middle class to travel was satisfied by the development of travel at a speed and with a comfort never before known. In company with the expansion of the means of travel inland, the development of large steam, driven ocean-going passenger liners brought the USA within five or six days' reach of Europe.

By 1970 tourism had become no longer the preserve of the wealthy and the leisured, but rather a mass market. The increasing volume of world trade ensured the growth of business travel in line with it; the air services covering the whole world and the steady reduction in the real cost of air travel extended business travel to echelons in companies which would not have envisaged traveling on business in an earlier period. The fifty years following the First World War were marked by substantial migration.

1.1.4 TYPES OF TOURISM

There are different types of tourism based on tourist behaviour. Tourism can be classified according to the scale of operations into two types' viz. International tourism, and Domestic tourism. International visitor can be subdivided into foreign tourists and excursionists. A foreign tourist is a person visiting another country on a passport, staying at least twenty four hours for the purpose of leisure, recreation, religious leanings, sports, business activities, family sojourns, etc. whereas a visitor as a person is same in accordance with the foregoing definition but stays less than 24 hours in the country.

Tourists, who travel from their country of origin to a destination which is in another country, can be described as international tourists. The movement of these tourists from one place to another place is called as 'International Tourism'. Most of the developing countries have adopted a conscious policy to attract international tourism. International tourism laid the foundation of growing tourism oriented industry in the tertiary sectors of quite a number of countries. Till recently 12 rich industrial countries captured 68% of the international tourist arrivals. During last two decades, the developing world, as a whole, experienced a far greater growth rate in tourist arrivals than their developed counterparts.

A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other (accommodation) establishments (dharamshalas etc.) for a duration of not less than 24 hours or one night and for not more than 6 months at a time. The purposes may vary from pleasure trips

pilgrimages, social functions, business meetings, conferences, and study and health reasons. Tourism includes the terms such as 'Day Tripper' or 'Excursionist' under domestic tourism; it means the people who are on a day out (away from home on a temporary and very short term visit) for less than 24 hours during the day-time.

In the developing nations tourism contributes towards foreign exchange earnings e.g., Thai's economy has more than 50 percent of foreign exchange earning accrued through tourism. In 1988 Spain entertained more tourists than its population. This reveals the importance of tourism in national economy. Next to international trade, international tourism comes as a powerful force in linking the 'developed' world and the 'developing (Deshpande C.D. 1989). The World Tourism Organization projects 600 million international tourists by 2000 A.D. when tourism will be the most important single industry in the world commerce. The international tourist's arrivals have undergone radical changes due to the availability of air – service within and between the countries of the world. This has stimulated increasing number of international tourists year after year.

1.2 LOCAL TOURIM

1.2.1 IMPORTANCE OF LOCAL TOURISM STUDY

'Local Tourism' is the term used for substitution of lower level Domestic tourism. Local tourists are defined as people who are away from their own home on short term and visit traveling mainly for leisure. This category of tourists, most of the people, make adjustment for mental relaxation, and do arrangements with their

weekend holidays by undertaking individual or group or family travels to nearby destinations for a day. In the context of local tourism, urban area is considered as components of both supply and demand destinations.

Local Tourism survives very well in the medium and large size urban centers. The presence of large number of employed people, heterogeneous middle income groups, and a sizable number of elite student communities is the basic reason for the existence of local tourism. There are a number of young people involved in their studies often need some relaxation and entertainment for a short time. For one day or at week end holidays, they plan to visit some recreational spots or amusement parks, restaurants, or shopping centers etc. Thus is often done this by group travel. They feel that their trip will be more enjoyable and free from anxiety if they travel by groups either with friends or with family. People of middle income group also plan short tours of one or two days for economic reasons. These groups are left with some excess money which they spend on pleasure trips. Local tourism is also conducted in the process of undertaking pilgrimage for one or two days of duration. In many of the medium and large size urban centers, local tourism has promoted the establishment of restaurants, hotels, shopping centers and amusement places. A number of tour operators, supply agents and transport companies thrive in these centers. Therefore some amount of direct and indirect employment opportunities exist due to local tourism. However local tourism is not given importance as much as it deserves in the planning process and in the academic investigations.

1.2.2 TOURISM IN INDIAN CONTEXT

Like any other country, there is an increasing trend of tourist arrivals in India. Local tourism is also increasing at a steady phase. The table (table no. 1.1) reveals increasing trend in the international tourist arrivals in India. The tourist arrivals have increased nearly seven fold from 280,821 in the year 1970 to 1329950 in 1990. From the year 1970 there has been a constant increase in the number of tourists visiting India. On the whole, India has been achieving a compound growth of 10 per cent every year. One and a half million arrivals for a country of the size of India may look unimpressive. But if we look at certain factors like Indian's distance from the affluent tourist markets of the world such as USA, Europe, Canada, Japan and Australia, we can conclude that it is not so. It costs a visitor from these countries quite a substantial amount to visit India, only recently as compared to other countries whose share of tourist arrivals is much higher. Moreover, advanced countries have certain geographical advantages which India does not have. Their large tourist traffic figures are mainly accounted for by intra-regional tourism. Thus Canada gets millions of tourists every year from USA and vice versa mainly because of the two countries' proximity with each other. India's neighbors are not affluent and hence our tourism from neighbouring countries is not much.

TABLE No. 1.1: TOURIST ARRIVALS IN INDIA

Year	Number of tourist Visiting India	Percentage increase over previous year
1970	280821	14.8
1971	300995	7.2
1972	342950	13.9
1973	409895	19.5
1974	433161	3.2
1975	465275	10.0
1976	533951	14.8
1977	640422	19.9
1978	747995	16.8
1979	764781	2.2
1980	800150	4.6
1981	853148	6.6
1982	860178	0.8
1983	884731	2.9
1984	835503	-5.9
1985	836908	0.2
1986	1080050	29.1
1987	1163774	7.8
1988	1239992	6.5
1989	1337232	7.8
1990	1329950	-0.5

Source: ITDC, Chennai.

1.2.3 THE ORIGIN OF TOURISTS

Amongst the regions, East Asia recorded the maximum growth of 21.8% followed by East Europe (16.5%), South East Asia (14.8%), North America (13%), Australia (12.4%), South Asia (8.5%), West Europe (6.4%) and Africa (3.5%). However, Central & South America and West Asia recorded negative growth by 12.2% and 3.5% respectively.

The table No. 1.2 shows world tourist arrivals and India's share in the world.

TABLE NO. 1.2 INTERNATIONAL TOURIST ARRIVALS (IN MILLION)

Year	No. of International tourists in the world	No. of International Tourists arrivals in India	% share of India
1975	206.9	0.47	0.23
1976	227.0	0.53	0.23
1977	243.6	0.64	0.26
1978	259.4	0.75	0.29
1979	273.0	0.76	0.28
1980	284.3	0.80	0.28
1981	287.8	1.28	0.44
1982	287.5	1.29	0.45
1983	293.9	1.30	0.44
1984	312.0	1.21	0.39
1985	325.0	1.26	0.39
1986	341.0	1.45	0.43
1987	355.0	1.48	0.42
1988	402.0	1.56	0.39
1989	429.0	1.71	0.40
1990	455.7	1.68	0.37
1991	463.0	1.66	0.36
1992	502.8	1.85	0.37
1993	513.0	1.74	0.34
1994	528.5	1.90	0.36

Source: World Tourism Organization

Though there is an increasing trend in international tourist arrivals, in India the international tourists' share is very meager which is found to be between 0.23% (1975) and 0.45% (1982) and 0.39% (1984) and 0.36% (1994). This shows the lack of effective promotion of Indian tourism abroad and also by way of negative campaigning which is misconceived by foreigners. Even small countries of the developing world figures are better than Indian performance in attracting international tourists. Major share of international tourism is by the countries of European and North America.

Table No. 1.3 Distribution of International Tourist Arrivals in India since (1951- 1997)

TABLE NO. 1.3 TOURIST ARRIVALS (1951-1997)

Years	**Arrivals**	**Years**	**Arrivals**
1951	16829	1975	465275
1952	20503	1976	533951
1953	22840	1977	640422
1954	30622	1978	747995
1955	33269	1979	764781
1956	65887	1980	800150
1957	80544	1981	853148
1958	90202	1982	860178
1959	109464	1983	884731
1960	123095	1984	835503
1961	139804	1985	836908
1962	134306	1986	1080050
1963	140821	1987	1163774
1964	156673	1988	NA
1965	147900	1989	NA
1966	159603	1990	NA
1967	179565	1991	NA
1968	188820	1992	NA
1969	244724	1993	1764830
1970	280821	1994	1886433
1971	300995	1995	2123683
1972	342950	1996	2287860
1973	409895	1997	2376000
1974	423161		

Source: Tourist Statistics, Tourism Department Government of India. (1983-1997)

Table No.1.3 shows the growth of international arrivals in India, after independence. During the first decade (1950's) tourist arrivals from abroad were less in number (little less than 1700) and slowly it grew up to 1958, during this period about 19000 tourists arrived. It crossed one hundred thousand marks in 1959, and during 1969 it crossed two hundred thousand mark, within a span of only two years during 1969 and 1971 it crossed three hundred thousand mark. In 1976 five hundred thousand mark and in succeeding two years i.e., in 1977 and 1978 the international arrivals crossed six and seven hundred thousand marks respectively. In the beginning of 1980's the arrivals were more than eight hundred thousand which continued up to 1985. In 1986 and 1987 the figures crossed million marks. In 1990's the arrivals were more than 1.5 million which continued up to 1994. In 1995 the figures crossed 2.0 million marks.

Foreign tourist arrivals in the country (including the nationals of Pakistan and Bangladesh) registered an increase of 6.9 percent from 17,64,830 in 1993 to 18,86,433 in 1994. The arrivals excluding the nationals of Pakistan and Bangladesh increased from 14,42,643 in 1993 to 15,62,016 in 1994 registering a marginal growth of about 0.6 per cent. The people of Pakistan showed less interest to visit India during 1994 and registered a decline of about 5.5 per cent over the previous year. However, the arrivals from Bangladesh increased from 2,77,565 in 1993 to 2,82,271 in 1994 registering a growth of 1.7 percent (Table No. 1.4 , Table No. 1.5 & Fig No. 1.1).

The following table no. 1.4 and table no. 1.5 gives the summary of international tourist traffic to India during 1993-94.

TABLE NO. 1.4 INTERNATIONAL TOURIST TRAFFIC TO INDIA – 1993-94

Country	**Tourist arrivals**		**%**
	1993	1994	**Change**
Pakistan	44622	42146	-5.5
Bangladesh	277565	282271	1.7
Other Countries	1442643	1562016	8.3
Total	1764830	1886433	6.9

Source: Tourist Statistics 1994

TABLE NO. 1.5 : FOREIGN TOURIST ARRIVALS ACCORDING TO PLACE OF ENTRY LAND, SEA AND AIR (EXCLUDING PAKISTHAN AND BANGLADESH)

Sl.No.	**Name of Places**	**No. of Ft 1995**	**No. of Ft 1996**	**%Change To Previous Yr**	**%To The Total 1995**	**%To The Total 1996**
1	Delhi	702438	775712	10.4	39.9	40.3
2	Mumbai	597451	645329	8	33.9	33.5
3	Chennai	238712	249342	4.5	13.5	13
4	Trichy	10,990	11,221	2.1	0.6	0.6
5	Calcutta	56,327	63,482	12.9	3.2	3.3
6	Sonali	20,022	21,161	5.7	1.1	1.1
7	Others	136378	157448	15.4	7.7	8.2
8	Total	1762318	1923695	9.2	100	100

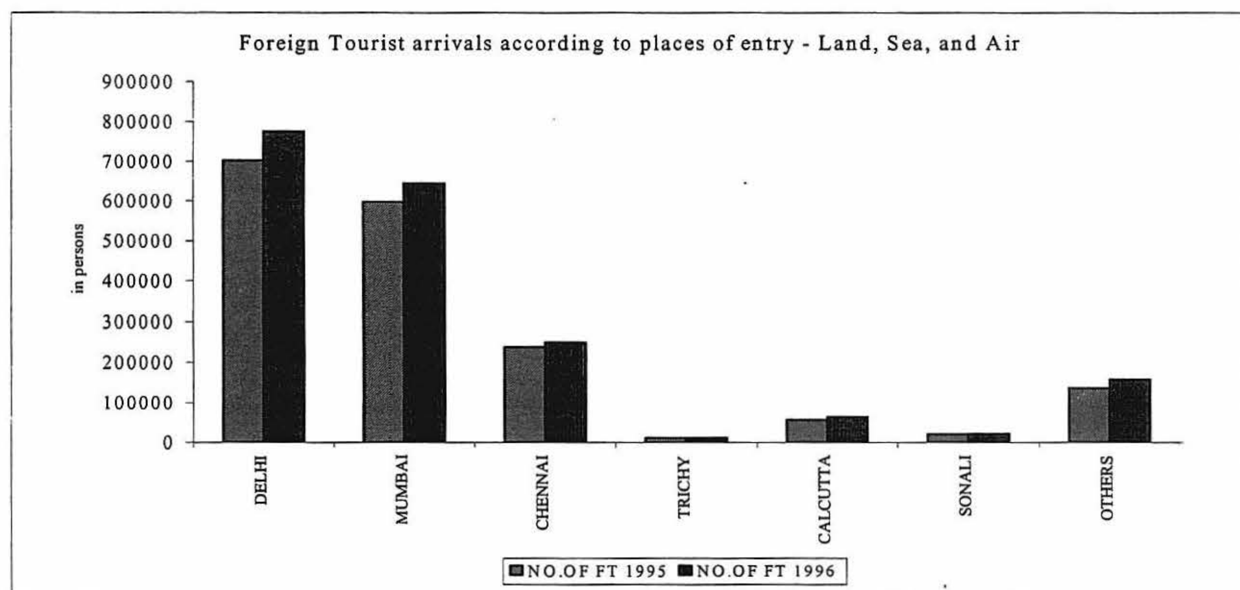


Fig. No. 1.1

1.2.3 TOURISM SHARE

Major share of international tourism is contributed by the countries of Europe and North America. The developing countries' share therefore is quite less. The most important countries which figure in the tourism market are Singapore, Hong Kong (U.K.), Hawaii (U.S.A.), Fiji, Sri Lanka, Thailand, Malawi, Zimbabwe; Netherlands, U.K., Spain, Italy, Greece, Portugal etc. In the developing nations tourism contributes towards foreign exchange earnings e.g., Thai's economy has more than 50 percent of foreign exchange earning accrued through tourism. Spain is another example; during 1988 it entertained more tourists than its population. This reveals the importance of tourism in national economy. Next to international trade, international tourism comes as a powerful force in linking the 'developed' world and the 'developing' (Deshpande C.D. 1989). The world Tourism Organization projects 600 million international tourists by 2000 A.D. when tourism will be the most important single industry in the world commerce.

Nationals of United Kingdom with an arrival of 3,00,696 continued to occupy the first position in the tourist arrivals to India during 1994 and accounted for 19.2% of the total tourist traffic as against the arrival figure of 2,74,168 (19%) during 1993. This was followed by USA with 1,76,482 tourist arrivals during 1994 constituting 11.3% compared to 1,58,159 (11%) arrivals in 1993. Other major countries whose relative shares in the total traffic were significant include Sri Lanka (89,009 or 5.7%), Germany (85,352 or 5.5%) and France (73,088 or 4.7%). Tourists from Japan, Canada, CIS, Singapore and Italy each constituted between 4.1% and 2.8% of the total traffic during 1994. During 1994, arrivals from all the major tourist generating countries witnessed positive growth. Maximum increase, however, was registered in the case of Japan

(27.8%) followed by Canada (18.1%), CIS (15.9%), Srilanka (15.7%) and USA (11.6%) over the previous year. Remaining five countries out of ten top tourist generating countries registered a positive growth between 9.8% and 2.4%.

The increasing trend of international tourist arrivals in India improved between 1975 and 1997. This amply shows potentialities of India in the international tourism. Tourism is a peace time industry, which is affected by disturbances occurring within the country or between the countries. So to sum it up, it is highly susceptible and sensitive to the disturbances prevailing in origin and destination areas of tourists due to the political, social and economic factors. Tourism brings foreign exchange which is more coveted by developing countries of the world. In the Indian context, tourism is one of the principal foreign exchange earners which is shown in the table No. 1.6

TABLE NO. 1.6 INDIA'S FOREIGN EXCHANGE EARNINGS THROUGH TOURISM (1970-97)

Year	Estimated (Rs. in Crores)	% Change
1970-71	32.5	2.2
1971-72	94.0	-
1975-76	189.6	101.7
1980-81	1166.3	26.8
1981-82	1063.9	-8.8
1982-83	1130.6	6.3
1983-84	1225.0	8.3
1984-85	1300.0	6.1
1985-86	1189.1	-
1986-87	1606.6	35.1
1987-88	1856.1	15.5
1988-89	2054.0	10.7
1989-90	2386.0	16.2
1990-91	2612.5	9.5
1991-92	4892.0	87.3
1992-93	6060.0	23.9
1993-94	6970.3	15.0
1994-95	7423.8	6.5
1995-96	9185.9	23.7
1996-97	10417.6	13.4

Source: Tourist Statistics, Tourism Department Government of India

The above table 1.6 reveals increasing trend in foreign exchange earnings excepting during 1981-82. During 1970-71 India earned foreign exchange worth Rs. 32.5 cores. During 1974-75 India foreign exchange earnings through tourism was a Rs. 94.0 core and continued to earn more and more Foreign exchange in succeeding years and in the year and in the year 1996-97 it reached record of Rs. 10,417.6 cores. Tourism is now the country's first largest foreign exchange earner.

1.3 CONCEPTUALISATION OF LOCAL TOURISM

1.3.1 INTRODUCTION

Urban tourism requires the development of a coherent body of theories, concepts, techniques and methods of analysis which allow comparable studies to contribute towards some common goal of understanding of either the particular role of cities within tourism or the place of tourism within the form and function of cities (Ashworth, 1992). Conceptualizing why tourists seek cities as places to visit is one starting point in trying to understand this phenomenon. Clearly any detailed examination of why tourists visit specific places requires an analysis of the social psychology of tourist behaviour, especially tourist motivation. But at a general abstract level, one can argue that tourists are attracted to cities because of the specialized functions they offer and the range of services provided. Shaw and Williams (1994) provide a useful explanation of the significance of urban areas in tourism. They argue that such areas have a geographical concentration of facilities and attractions which are conveniently located to meet tourists' and residents' needs alike.

Urban areas are heterogeneous in nature, meaning that they are different and diverse when considered in terms of their size, location, function, appearance and

heritage. It is this feature which makes the study of urban tourism so interesting because no two destinations are identical and yet they are characterized by a common denominator – tourism. In many countries, the gateway function provided by the capital or major city for incoming and outbound tourists, due to the location of transport terminals (e.g. airports) in or near the urban area, reinforces the tourist function for many urban areas. In this context, tourists cannot avoid moving through these environments when traveling.

In conceptualizing the different ways one might view urban and local tourism. Ashworth (1992) identifies three approaches:

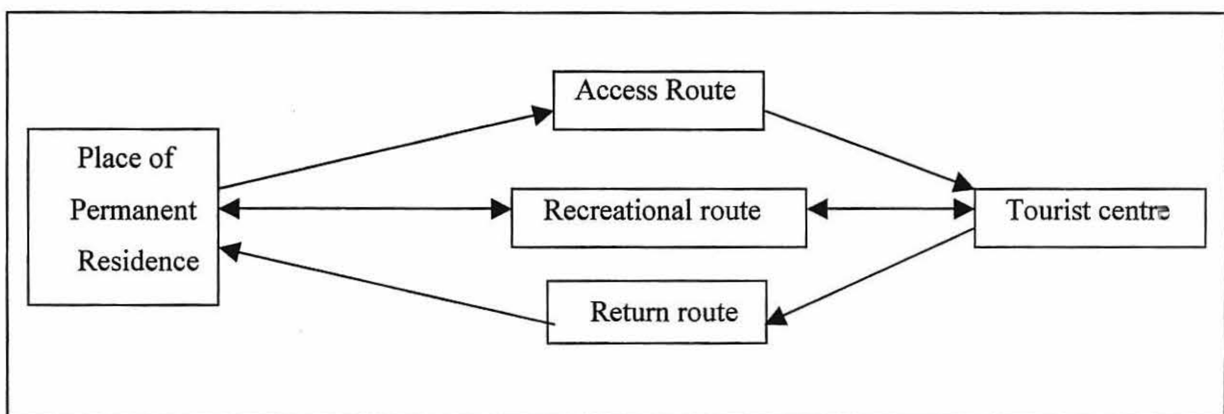
1. The supply of tourism infrastructure and facilities in urban areas, where the categorization and inventories of facilities by geographers has led to research on the distribution of hotels, restaurants, attractions, shopping, night-life and other tourist-related services. These approaches have also utilized the traditional approach of urban ecological models to produce regionalized descriptions of urban and local tourism patterns. More recently, the facility approach has been developed a stage further with the use of the term 'product' as a particular selected package together with many of the discrete facilities identified on tourism inventories, to highlight the diversity and variety of tourism resources available to potential visitors.
2. The demand for urban and local tourism, where research has largely been descriptive to establish who visits urban and local tourist destinations, why they visit, the patterns and behaviour of tourist activities, and the ways in which such destinations are perceived by visitors.

3. Policy perspectives on urban and local tourism, generated by planners and the private sector, which are not widely disseminated and restricted to those organizations who generate the studies or who have a vested interest in the local tourism sector.

1.3.2 THEORETICAL PERSPECTIVES ON URBAN AND LOCAL TOURISM

Within the geographical literature on tourism, a number of studies have developed models of urban and local tourism based on assumptions about tourist behaviour, the patterns of tourist development they observed and the extent to which this can be used to derive generalizations of urban tourists development. The principle behind the use of models, many of which can be attributed to human geography, is to develop a framework in which the complexity of the real world is simplified into a rational and logical framework. One also has to question the validity of models developed within a logical positivist tradition in social science, which believed that one could rationalize human behavior and activities into generalized models that had a wider application to the situations existing in the real world.

Fig. No. 1.2 TOURIST FLOWS BETWEEN TWO LOCATIONS (After Matley 1976)



From the above figure each of the models with a direct or indirect concern for urban and local tourism is reviewed in detail by Pearce (1987), where the tourist centre (urban area) is characterized as a generating and receiving area for local tourism. The above model highlights one of the dynamic elements of tourist travel – it involves a flow between the origin and destination area, which is often focused on an urban area with accommodation, infrastructure and facilities to support this activity. Other models, such Yokeno's (1968) notion of international tourist travel, applied the concepts developed in location theory in human geography (related to the distribution of settlements and agricultural land use) to highlight how one can describe patterns of tourism. Lundgren's (1982) attempt to examine tourist places and to develop a hierarchy of tourist flows notes the mutual attraction of some tourist destinations with the flows between central-located tourist destinations, where a reciprocal relationship existed between the flows of tourists. However, it is Pearce's (1987) assessment of tourist's flows within an integrated framework for urban areas that draws many of these early ideography studies into a more useful context. Even so, the recent study by Weaver (1993) is evidence of the attempt to use urban land-use models to describe the development of urban and local tourist zones on small Caribbean islands, using concepts from recreational geography. Thus, urban areas not only perform a generating role for tourism, but also a receiving function and there is a need to consider the urban area as part of a more complex system.

More theoretically-based models have also been developed in the context of the Less Developed World. The work of Britton (1980) analyses tourist flows using geographical concepts of core and periphery to distinguish between the demand in Western industrialized areas and the Less Developed World destinations in the Caribbean and Pacific.

1.4 PROBLEM AND ITS SCOPE

The Local Tourism is well organized in most of the European and American cities, moderate in east and west Asian regions and noticeable in few of the Indian cities (Delhi, Bangalore, etc.,) As the status of local tourism in Chennai City remains in a low profile the focus of the present research problem is on the importance of Local Tourists and Tourist's Support System in Chennai City. The Local Tourist Support System includes the descriptive analysis of infrastructure of the tourist supply spots and the nature facilities available for the tourists. The study helps to identify the various physical, social, economic, behavioural aspects of tourists and tourist spots for planning and promotion of local tourism in Chennai City.

The present analysis provides an in depth city introspection of local tourism in Chennai City using GIS methodology (software package) to focus on tourist support system. In Chennai the tourism related information are still in its infant stage. Hence this study would help to understand the design of digital information system on the spatial distribution of tourist spots, the tourism behaviour, and tourist preference and tourism infrastructure. Though geographers have contributed to the study of tourism support systems, the strength of the study lies on its GIS methodology and the extensive field survey to bring out the ground realities related to local tourism.

1.5 OBJECTIVES OF THE STUDY

This study is an attempt to appraise the local tourism and infrastructural facilities in Chennai City. Compilation of both spatial and non-spatial information of

Chennai City, pertaining to local tourism, its development and its management for sustainable tourism in the context of infra-structural facilities have been the prime objective of the research work.

Thus the following aspects of Chennai City have to be studied.

1. To identify and map locations, types and capacity of the tourist centers.
2. To map and assess the potentials of existing infra-structural facilities.
3. To asses the supply – demand aspects of local tourism through the residents' perception.
4. To apply the GIS tool in terms of Facility Management (FM) and resource evaluation for decision making.
5. To integrate spatial and non-spatial information under GIS environment for Automated Mapping and Facility Management (AM/FM) applications.

1.6 METHODOLOGY

Secondary data were extensively used to describe the study area and arrivals of tourists chronologically in India and Chennai City. Secondary data on infrastructural facilities had been gathered from various sources and compiled. Extensive primary data collection had been made for establishment of demand – supply aspects of local tourism on the basis of sample survey of Chennai residents.

To ensure representations of different population groups, a two stage random sampling had been carried out by multistage sampling approach, which was adopted for the present study. In the first stage, the study area had been divided equally into sectors and in the second stage each sample area was selected where the intersecting points of

the sectors and concentric rings fall on each sector. The homogeneous character of divisions within the zones was ensured by the process of delineation of zones by the inner and outer arbitrary line drawn on the basis of concentric circles at equal radii of the horizontal distance of the study area (Chennai City).

The Questionnaire has been structured to include the personal details, socio-economic, perception and choice details. The Questionnaire covers totally 25 questions with easily understandable language of both English and Tamil. The Questionnaire fully covers with the objective and description type of answers or the expected results.

The Questionnaires were distributed equally for each 10 sample areas and a total of 300 samples had been selected. Each sample area carried 30 Questionnaire. The Questionnaire had been distributed to different age groups (from children to old age) and both sex of males and females.

1.7 STUDY AREA

Chennai City is located on the each coast of South India at 13° 04' N latitude and 80° 15'E longitude on a particularly flat plain slightly above sea level (Map No. 1.1). Its corporate area is 172 sq. km. with a population of 3.8 million and is surrounded by Chengalput district on al sides except on the eastern side where the Bay of Bengal forms the boundary. Of the urban population of Tamil Nadu approximately 1/5 live in Chennai City (1994). It is well located in relation to rail routes to the rest of India and has a firm but relatively static base of large scale formal Industry and commerce including shipping and banking.

The relief of Chennai City is generally flat with a gentle seaward slope. Since there is no major physical constraint, the city has witnessed the rapid expansion of built up areas comprised of residential, commercial and industrial buildings in all directions especially along the major roads. The Buckingham Canal runs for a small distance just west of General Hospital and George Town. The Coovum river runs through the heart of the city dividing it roughly into two halves, the Northern and southern and it joins the sea after forming a small island near the Chennai University Building. The Adyar River runs from the west to east in southern part of Chennai City traversing through the modern residential and industrial areas and joins the sea at Raja Annamalaipuram.

The climate of Chennai city is a tropical maritime monsoon type. The mean annual temperature is 30° C (80° F) and there is very little seasonal variation or diurnal temperature variation.

The city stretches nearly 25.6 km along the coast from Thiruvanmiyur in the south of Thiruvottiyur in the north. It has a maximum width, east-west of nearly 18 km at its widest part and covers an area of 170 Sq.km. The city stands on a sandy plain and the average elevation of the city is about 7.3 meters above mean sea level.

Chennai city has been occupying a pivotal position in the southern region. Ever-since it was first founded by the East India Company in the 17th Century. Its importance in the region can be attributed to the fact that till recently it was the commercial, administrative and military centre for the entire south. The construction of a harbour and the laying of trunk railway lines and major highways, radiating from it, linking the major cities of India and the vast hinterland have strengthened its prominent

position especially, during the British period. Chennai grew in states both in land area and population.

1.8 REVIEW OF LITERATURE: AN OVER VIEW

Tourism as an academic subject is viewed from different perspectives. Therefore many academic subjects are involved in the study of tourism such as geography, political science, anthropology, photography, history, economics, planning, management, law, sociology, park & recreation, leis urology, ecology, etc.

In India published work on tourism are limited and usually not easily accessible. And therefore it becomes obligatory to review literature that is published in various journals not only from India but also from abroad.

1.8.1 GENERAL STUDIES

The following literatures have been given more importance for concepts, methods and prospects of the tourism studies.

Crampon (1974) an Americal scholar in travel management studies and traces the growth of tourism in Hawaii in 1790-1810. Jon (1975) an American scholar in tourism brings out the importance of image as a factor in tourism. Dann (1977) a British sociologist analyzed motivation factors for travel such as 'escape' from routine familiarity and others.

Barry (1978) an Australian geographer had studied behavioural pattern of tourists visiting five beaches. Mitchel (1979) an American geographer analyzed the geographical components of tourism. Abbey (1982) determined the relative effectiveness of life style information compared to demographic data in designing package travel tours.

Hunt (1982) discussed a research project which was designed to examine the phenomenon of image as it may relate to tourism. Stanley (1983) used the experimental approach to reveal the single purpose trails in multiple-purpose planning regions are less likely to cause public controversy than multiple-purpose trail in the same region and should be considered in recreation management.

Kasumov (1985) explained the whole of the tourist infrastructure, including both material resources and resources for the production of tourist services. Theuns (1985) had been carried out a survey among a number of tourism experts in order to obtain information on areas for which further research is deemed. Phelps (1986) described a method of assessing secondary images of holiday resorts to determine what effect such images have on tourist decision making.

Donald (1989) focused on special events which are a unique form of tourism product. He concluded that concerning potentially useful research theme for increasing our understanding of events and improving events tourism planning. Szczepanski and Wodz (1989) studied about a town under tourist colonization, outlines of the pathology of regional systems.

Theuns (1989) argued that a new multidisciplinary focused on the socio-economics of leisure. Deem (1990) studied about the relationship between gender, work and leisure in the eighties with looking backwards and looking forwards. Hendricks and Cutler (1990) argued that patterns of leisure and free time must be cast in a life course perspective and that leisure.

Hultsman and Kaufman (1990) evaluated perception of leisure among institutionalized adolescents. From his conclusion implications are drawn for professionals treating adolescents. Heilbrun (1992) concentrated of performing artists into large metropolitan areas increased from 1970 to 1980, while that of painters and sculptors diminished. Myriam (1992) studied urban recreation and tourism physical planning issues.

Jackowski and Smith (1992) studied polish pilgrim tourists. He also derived the opportunity of economically benefiting from the pilgrimage tourist phenomenon. Haywood (1992) focused on identifying and responding to challenges posed by urban tourism. Oppermann (1993) discussed tourism development theories with respect to their spatio-temporal implications in the third world.

Przeclawski (1993) discussed the role of interdisciplinary research in tourism and to examine the significance of differing philosophical backgrounds in such research. Mings and Chulikpongse (1994) explored the process whereby developing tourism troubles change in places. He found the study provided insights into issues related to tourism as an agent of local and regional change.

Brisbane (1994) examined some of the problems connected with heritage tourism. Wilkinson (1994) examined the relationship between tourism policy and planning in four caribean countries and described the resultant patterns of tourism development. Long and Nuckolls (1994) examined the role of leadership, planning, and technical assistance in the early stages of tourism development.

Morris and Fridgen (1994) studied about public policy and private promotion in tourism. McCool (1994) studied about planning for sustainable nature dependent tourism development. He used with the limits of acceptable change system. Darvill (1994) studied about planning tourism, and cultural landscapes.

Oppermann (1994) discussed the regional distribution of tourism demand, intra-national tourist flows and spatial changes in the tourists' distribution pattern. Tom Baum (1994) studied the national tourism policies, implementing the human resource dimension. He concluded that a classification of the agencies which play a role in human resource policy development and implementation within tourism and also point to areas where further research would be desirable. Bugliaelo (1996) studied the urban knowledge on parks and social development strategies.

Hughes (1996) discussed the potential for sustainable tourism to become a part of the touristic portfolio of myths. Cummings and Brewer (1996) summarized evidence of a widespread interest in and need for gaming education and described the current state of gaming education in four y ear hospitality management programs. Go (1996) studied a conceptual framework for managing global tourism and hospitality marketing.

Driml and Common (1996), examined the extent to which tourism in the Great Barrier Reef and Wet Tropics World heritage Areas cam be said to be sustainable. Henry and Jackson (1996), described a growing interest in the concept of sustainability has manifested itself in the tourism field in the form of policy- and planning – related materials which address the environmental and, to a lesser extent, the cultural dimensions of sustainability in tourist industry practices. The authors soaked to clarify the relationship between sustainability of the tourism product and of management and policy process, and to identify how these concepts may be developed in a tourism education curriculum. This study thus proposed a prescriptive model of tourism education which soak to foster a more environmentally, culturally, socially, and economically responsible approach to industrial development in this sector.

Moscardo (et. al.,) (1996), says that this study takes the principles of ecologically sustainable tourism (EST) development and uses these to develop a research agenda for the assessment of the sustainability of a particular alternative form of tourism – specialist accommodation. The authors argued that diverse forms of additional data and information will be needed to compare comprehensively the relative EST merits of specialist and traditional accommodation.

Hinch (1996), considered the concept of sustainable urban tourism from four general perspectives. Finally, a framework is presented that identified four basic organizational approaches to sustainable urban tourism, including (1) open market, (2) public control, (3) industry leadership, and (4) regulatory partnership. Orams (1996), briefly reviewed these concerns and outlined the general types of management responses to increasing tourist pressure on the natural environment. On type of

management response lies in educating tourists and this study argued that this could be an effective means of reducing negative impacts.

Hjalager (1996) reviewed public policy instruments for sustainable tourism development. Also types of innovation are identified, and this study concluded that not all policy instruments are equally efficient. Athiyamana (1997) analyzed by published studies on 'tourism demand' for their contribution to knowledge building in the field. Results revealed that tourism demand research remains in its infancy.

Thorntona (1997) examined the influenced children had on the behaviour of tourist parties while on holiday. And argued that the role of children had been under-researched and under valued. This study stressed the role of group decisions in purchasing tourism products while on holiday and the contrasting needs of two or more generations. The results suggested the need for theories sensitive to the influence of group decision-making and the ability of children to influence group behaviour.

Higham (1998) suggested that an understanding of tourist perceptions of wilderness is crucial to the management of wilderness tourism, and considers the application of the perceptual approach to wilderness tourism as a means of sustaining wilderness values promoting the satisfaction of visitor expectations. Burton (1998), explained about the maintaining the quality of eco-tourism, eco-tour operators' responses to tourism growth. The results are discussed in the context of the eco-tour operators' possible role in the process of destination development as described by the Butler cycle.

Swift (1998) examined tourism development in Costa Rica, with particular emphasis on the strategic choices facing the country in the future. He suggested that the traditional approaches to visitor segmentation might no longer be applicable. Tyler and Dangerfield (1999), attempted to stimulate debate on the role that more holistic resources management should play in eco-tourism developments. Ritchie (1999), provided a review of a consensus-building approach that had been relatively neglected in tourism.

Sharpley (2000), reviewed the development theory and the notion of sustainability, it proposes a model of sustainable development against which the principles of sustainable tourism are compared. The result, significant differences between the concepts of sustainable tourism and sustainable development are revealed, suggesting that the principles and objectives of sustainable development could not be transposed onto the specific context of tourism.

Ryan and Huyton (2000), described, aboriginal entrepreneurs were already active in many different aspects of tourism. It is thus argued that while demand for culturally based products existed, a wider market might be attracted by offering more mainstream products with aboriginal culture representing, in marketing terms an added product value.

Richins (2000), examined the influence factors on tourism decision making and sheds some light on how important various influences are in the tourism development decision process. The results from this study shown that a number of influence factors which relate to sustainable tourism are considered by councilors to have a more

profound effect on their decision making than only the components of social influence theory which has been discussed in much of the literature. The results suggested that influenced factors on decision makers need to be both understood and taken into consideration for sustainable tourism approaches to be effectively implemented.

Henderson (2000) examined the management of the island and explored the proposals put forward by the various agencies involved and their implications, suggesting that it is in danger of losing those qualities which have made it a unique natural and cultural attraction. Mason and Leberman (2000), presented research conducted in association with the Palmerston North City Council. It suggested that planning for recreation and tourism is often an ad hoc and reactive process and recommends the adoption of a more iterative approach.

Hashmoto (2000), attempted to elicit the underlying reasons which and how people within the tourism industry perceive the natural environment and how they regard their own responsibility for environmental management. Hoyer (2000) presented a critical discussion of the internationally prevailing understanding of the concept "sustainable tourism'. It is argued that the current focus on stationary activities and local, intensive environmental issues was too limited both in relation to the concept of tourism and the concept of sustainable development. This paper emphasized that sustainable tourism should be linked to a concept of sustainable mobility.

Morgan and Lok (2000), described about the assessment of a comfort indicator for natural tourist attractions. To test this concept, a study examining visitor perception of a popular natural tourist attraction is reported. No relationship was found between

visitor use-level preferences and times visited. Applying these findings, a management strategy for the attraction is outlined with future research avenues suggested. Gossling (2000), explained about the evolution of tourism paradigms is reviewed with a focus on developing countries. Overall, it is claimed that energy use is an issue that urgently needs to be integrated into the discourse on sustainable tourism development.

Verbole (2000), addressed the policy and politics of the development of rural tourism at the local level in Slovenia and links it to the issue of sustainability. And also evaluated the gap between the rhetoric of national planning and policy concerning the development of tourism in rural areas, and what actually happens at the local level. Ryan (2001), derived from a visitor monitoring system established by the Parks and Wildlife Commission of the Northern Territory in 1997. Specific attention was paid to the development of clusters of visitors. The author also provided background data about the park, and the activities undertaken by visitors.

1.8.2 INTERNATIONAL TRAVEL AND TOURISM :

The following studies have been revealed about the international travel and tourism on western countries, Europe and others.

Chib (1977) has given a glimpse of international tourists' arrivals and its influence on receipt. Franz (1985) expressed a historical background on the coming up of a tradition of seaside resorts, visited by foreign and domestic visitors. Richtor and Richtor (1985) reviewed the tourism development experience of seven south Asian countries on five policy options.

Ioannou (1988) a U.K. scholar has studied an economic analysis of foreign tourism to Greece. He has examined the growth and structure of foreign tourism to Greece 1960–1984 with a planning model and marketing policy recommendations. His findings from this research are that the tourist industry in Greece is of vital importance. The adoption of a strategic, interdisciplinary and integrated tourism planning process along with the establishment of a tactically orientated task could provide important improvements in the effectiveness and contribution of tourism in Greece.

Steve (1989) has studied about tourism and underdevelopment in Tanzania. He analyzed of the origins, expansion and consequences of international tourism in Tanzania. Wilkinson (1989) studied on strategies for tourism in island microstates. He suggested that tourism development should be carefully planned and integrated into the local system. Cuba (1989) explored about the role of tourism in the migration of retirees based on a study of a cape cool, mass, community with a random sample of 90 residents. Kearsley (1990) examined perceptions of wilderness among a number of samples of the general public and wilderness users in New Zealand.

Dona B.L. (1990) studied on new England's tourist industries played crucial roles in the region's economic and cultural development in the nineteenth century. Jean (1990) examined the tourism in Scotland focuses on the evolution of the tourist image of that country. He explored the reasons for the popularity of Scotland, and the effects of her image upon both Scottish and foreign attitudes towards the country. Ashton and Ashton (1992) deal with problems of sustainable recreation resource use of Central America. Borg (1992) discussed the relationship between tourism and urban

development in Venice and suggested solutions that reconcile tourism with the city's economic and social structure.

Townsend (1992) analyzed millions visits to attractions in the UK by type and by a census urban-rural classification of areas. Page and Sinclair (1992) studied the channel tunnel taken an opportunity for London's tourism industry, was discussed within framework of planning for the region in general.

John (1992) has examined the development of the seaside tourism industry of Devon during the twentieth century. He focused primarily on a comparative analysis of the resorts and highlighted the tourism policies of the respective seaside local authorities. Mackelcan (1992) presented a model of formal and informal sector dynamics within the resort community of Dominican Republic. He resulted that the tourism-related informal sector contracts as the tourism-related formal sector expands.

Benedetto and Bojanic (1993) investigated the effect of both strategic and environmental factors on the tourist area life cycle for cypress gardens. The implications for tourist areas are discussed. Ross (1993) investigated the destination evaluations, re-visitation intentions, vacation preferences, and socio demographic characteristics of budget travelers to the wet tropics region of Northern Australia.

Darrel (1993) determined tourist flows and their perception during the initial growth phases of a new tourist area in Belize. He found that North American and their perceptions and expectations were notably different than the Europeans. Anne (1993) has studied the processes of consumer image formation, decision-making and

destination choice, mainly within the context of the B.C. domestic ski market. He found by comparing their image scores, and the relative importance of ski resort attributes in their contribution to resort choice, as revealed by conjoint analysis, have useful implications for ski resort marketing.

Lisa (1993) analyzed the politics of memory in contemporary Hiroshima. He explored the ways in which Hiroshima's narrative sites produce subjectivities that change and destabilize the dominant milieu of peace and prosperity. Perry and Ashton (1994) studied recent developments in the UK's outbound package tourism market. He identified two factors of introducing more fuel-efficient planes and the ability of the holiday companies to secure favourable accommodation rates during the long-haul resorts' low season which encouraged the trend.

Hall (1994) examined a base for economic development in Vanuatu. He concluded that although Vanuatu had welcomed foreign investment in developing its tourism industry it had attempted to maximize the benefits of tourism through the development of secondary transport activities and the retention of local culture and heritage. Hall (1994) described international tourism in the south pacific as having the characteristics of a new plantation economy. He examined this proposition with reference to tourism development in Fiji. Cukier-snow and Wall (1994) examined the growth of employment in tourism in Bali. He demonstrated that employment in the tourism had grown rapidly over the last twenty year and had gained increased prominence when compared to other sectors of the economy.

Gunther and Fish (1994) studied the tourist-oriented caribean economics experienced cyclical economic activity due to changes in tourism activities. Abu-Febiri

(1994) studied about the developing a viable tourist industry in Ghana with problems, prospects and propositions. Wood (1994) explained the heritage tourism and the cultural triangle of Srilanka.

Page (1994) considered the role of heritage tourism as a product t being developed by Ireland's tourism industry at a time when government policy is committed to the expansion of tourist arrivals to 5 million by the mid 1990s. Alabi (1994) described the present character, objectives, strengths and weaknesses of Nigerian tourism promotion. He identified and evaluated the tourism potential of some of Nigeria's traditional heritage. Russell (1994) studied on the New Zealand natural heritage trail. Barker (1994) evaluated the strategic tourism planning and limits to growth in the Alps.

Donald (1994) studied about residents' attitudes towards tourism. He has done a longitudinal study in Scotland. He concluded that for tourism planning and management in Scotland and regarding the theory and uses of perception and attitude measures. Hanqin (1994) studied determinants of international tourist flows to canada. He analyzed with the help of multiple regression analysis.

Monica (1994) studied the image and reality of Chinese landscape, with special reference to tourism. She studied this research, to develop an understanding of Chinese ideas about landscape. She suggested that Chinese ideas about landscape are deeply influenced by idealized images perceived in paintings and poetry. Libasse (1994) studied the management of international tourism and economic development in Senegal. He analyzed the development of tourism and its economic impact on the

Senegalese economy, and as assessment of strategies for future development and management of the tourism industry of Senegal. He concludes with thirty recommendations to the Senegalese government for managing and marketing Senegal as a more competitive tourist destination.

Kok-Ming (1995) examined the distributional effects of external shocks on Hawaii's tourism intensive economy using a tourism-focused, computable general equilibrium (CGE) model developed specifically for this purpose. Yiorgos (1995) studied the perceived effects of tourism industry development. He used a comparison of two Hellenic islands in Greece. His findings suggest that small-scale, locally planned and managed tourism may have more positive long term effects and be more sustainable than conventional mass tourism. Jane (1995) examined the international tourism industry in the people's republic of China as a meeting ground between professional host and tourist, between socialism and global capitalism, and between China and the outside world.

Ann (1995) examined the experience of American tourists in the Caribbean, as represented in travel books published by tourists between 1839 and the outbreak of World War II. Weaver and Elliott (1996) studied spatial patterns and problems in contemporary Namibian tourism. Light and one (1996) studied the changing geography of Romanian tourism. He concluded that there is a urgent need for improvements to tourist accommodation and infrastructure.

Sinclair and Page (1996) studied the relationship between tourism, regional development and the European community's role in policy formulation in recent

research. Waitt (1996) studied Korean student's assessment of Australia as a holiday destination. He suggested that structural constraints of the tourist industry, rather than socio-demographic or psychographic barriers for the Korean students are preventing them from traveling to Australia. Ding and Pigram (1996) studied an approach to monitoring and evaluating the environmental performance of Australian beach resorts.

Basselman (1996) examined the perceived value of accreditation to a group of hospitality and tourism administrators in the U.S. Oppermann (1996) studied the changing market place in Asian outbound tourism with the implications for hospitality marketing and management. Faulkner and Walmsley (1998) assessed the nature and likely impact of these changes in Australia. He concluded that growth rates comparable with those achieved in the past might not be sustainable.

Weaver (et. al.,) (1996), described about the private eco-tourism operations in Manitoba, Canada. The author concluded that a formal eco-tourism association should be established to facilitate the appropriate development of the industry in Manitoba. Faulkner and Tideswell, C. (1997), described a framework which had been designed for a comparative study of the social impacts of tourism in destination communities along the eastern seaboard of Australia. The authors concluded that the altruistic surplus phenomenon observed in urban planning research might apply to tourism. The Gold Coast study also suggested that contrary to the Doxey scenario, residents in large-scale mature tourist destinations do not become more antagonistic towards tourism.

Blamey and Braithwaite (1997), explained the use of social values in segmenting leisure and travel markets involving social goods is suggested as an

alternative to the more common personal values approach. And they concluded that the high importance greens attach to equality, and the fact that shared responsibility through income taxes is perceived to be a more equitable source of funds for the management of natural areas. Koenig and Abegg (1997), examined the impacts of three consecutive snow-deficient winters at the end of the 1980s on the winter tourism industry in Switzerland. The author concluded possible strategies for the winter tourism industry to adopt if climate change occurs are presented.

Page and Thorn (1997), examined the concept of sustainable tourism planning in New Zealand and its relationship to the Resource Management Act. The study also expanded the arguments initially developed by Dredge & Moore (1992) on the lack of integration in relation to tourism and planning. Mason (1997), investigated the nature and use of tourism codes of conduct in the Arctic and sub-Arctic region within the context of the Arctic Environmental Protection Strategy and the recently created Arctic Council. This study also considered tourism codes in relation to the World Wide Fund for Nature initiative to develop Arctic tourism guidelines.

Lawtona and Pagea (1997), examined the responses and perceptions from a nationwide survey of travel agents in new Zealand and focused on the health advice and information associated with outbound travel to Pacific Island destinations. McWilliams and Crompton (1997), offered a framework, which allowed the impact of advertising on low involvement decisions to be measured. And used data from an evaluation of State of Texas tourism advertising campaign to illustrate how the framework could be operationalized.

Oppermanna (1997), analyzed international repeat and first-time visitors to New Zealand in order to gain insights into their respective visitation pattern of New Zealand destinations. The results indicated significant differences with regard to composition and travel behaviour of first-time and repeat visitors. Mckercher and Robbins (1998), reported on research carried out on Australian nature-based operators that asked them to discuss what they wished they knew before they entered the sector, or alternatively, what they feel every new operator must knew before entering business. The study revealed that the problems of running a nature-based tour business in Australia are very similar to the generic problems faced by all manner of small businesses.

Ritchie (1998), described how these concerns were investigated as part of a study conducted for the Government of Canada. The methodology and results provided insights that might be of use to others facing a similar challenge. Ryan (1998), studied on saltwater crocodiles as tourist attractions, the results derived from a pilot research study based on a phenomenographic research approach with 50 respondents in the Northern Territory of Australia.

Shackley (1998), presented the observations of the impact and management of visitors viewing a single animal species, the Southern Stingray congregating at a specific location off the coast of Grand Cayman in the Western Caribbean. And finally, suggested that there is an urgent need for long term monitoring with possible restriction of visitor numbers. Sindiga (1999), examined alternative tourism and especially the form dubbed eco-tourism and assesses its prospects for sustainable development in Kenya. The findings showed that biodiversity conservation encourages and supports

tourism, which, in turn, provides money for conservation efforts and local development programs.

Bahaire and White (1999), examined the progress tourism related organizations are making towards the utilization of GIS and its integration with the principles of sustainable development in the UK. Warner (1999), explored the possibilities currently available to the Turkish Cypriots, and recommends that resources should be switched from traditional 'sun, sand and sea' tourism towards alternative types. Some of the obstacles towards the implementation of a sustainable tourism strategy are also examined.

Timothy (1999) examined cross-border partnerships in three international parks along the US-Canada border based on principles of sustainable tourism. The findings suggested that the more integrated the two sides of an international park are in relation to the border, the higher the level of cooperation will be. Parker (1999), applied Gray's model of collaboration to deliberations concerning sustainable tourism on the Island Territory of Bonaire in the Caribbean. This study has been examined stakeholder logic and strategy in attempting to coordinate three policy areas during the period 1993-98. And also examined why this effort has not yet been successful, an examination that emphasizes a decline in tourist demand and an approach to collaboration that was unsystematic and lacking in institutionalized structure.

Chin (et al.) (2000), conducted in Bako National Park on the island of Borneo, reports one of the first efforts to identified the impacts of eco-tourism in Malaysia from the perspective of visitors. The results suggested that management efforts could be

directed towards indicators of greatest concern such as litter, soil erosion and vegetation damage. Blom (2000), analysed the premise that revenues from tourism could provide economic sustainability for the management of both the Central African Republic. Second, this study examined the impact of tourism on the local economy. The results demonstrate that the present form of tourism had so far been unable to become self-financing.

Hall (2000), explained as the opening paper for this theme issue focusing on sustainable tourism development in Central and Eastern Europe. Ratz (2000), presented the characteristics of tourism development at Lake Balaton, Hungary, with special emphasis on the physical environment, and discusses how the residents' and the tourists' perceptions of the physical impacts of tourism development affect the sustainability of tourism in the region.

Jordan (2000), examined how Croatia has managed it complex and difficult tourism heritage through the wars and changing political and economic ideologies of the Yugoslav succession from 1990-5. McKercher (2001), reported on a study of community attitudes to a publicly owned publicly owned heritage tourism attraction in a regional Australian center. This study found strong support for council retention and continued subsidization of its operations, and also raises questions about the efficacy of community involvement in the decision-making process.

Mitchell (2001), compared the Andean communities of Taquile Island and Chiquian, Peru, which differ in their level of integration for their respective tourism sector. Percentage of local people employed, type and degree of participation,

decision-making power, and ownership in the local tourism sector primarily defined integration. This study was found that higher levels of integration would lead to enhance socio-economic benefits for the community.

Hardy and Beeton (2001), explored the concept of sustainable tourism and in particular the nexus between maintainable tourism and sustainable tourism. The authors argued that the nexus involved an understanding of stakeholder perceptions, and applies this to the Daintree region of Far North Queensland, Australia, to determine whether tourism in the region is operating in a sustainable or maintainable manner. The results illustrated the importance of understanding stakeholder perceptions in facilitating sustainable tourism. Goeft and Alder (2001), described about the sustainable mountain biking, a case study from the southwest of Western Australia.

Moscardo (et. al.,) (2001), examined the similarities and differences in demand for coastal and marine tourism activities and experiences from three European markets. This study was supplemented with a commentary on the impacts of the anticipated eco-tourism activities. Brunet (et al) (2001), examined the relationship between tourist, development, Bhutanese culture and environment.

1.8.3 INDIAN TOURISM STUDIES :

Vir (1973) pioneer in Indian tourism geography had traced historical background of tourism in ancient, medieval, pre and post-independence period. Thangamani (1976) an Indian tourism geographer discussed the India's foreign exchange earnings from tourism, multiplier effect on economy, seasonality of tourists'

flow. Kayastha and Sing (1977) had traced the historical background of tourism, and its relation with pilgrimage in Indian contexts. They had studied behavioural pattern of both foreign and domestic tourists.

Hyma and Wall (1979) discussed the potential for the development of tourism in India. They argued that the state is rich in both natural and cultural resources but is lacking in infrastructure and a well defined development strategy. Chetty and Bhagwanjee (1990) analyzed attitudes towards leisure and the desegregation of recreational facilities through a social survey. Singh (1991) studied the tourist image of Lucknow was inseparably linked up with garden, green and open spaces. He made a plea for image restoration through bio-aesthetic planning.

Singh (1992) examined some of the problems associated with urban development and urban tourism within the framework of urban tourism. Singh (et. al.,) (1994) explained that the about half of the people in the sampled areas were illiterate in India. Gulshetty (1994) studied the various castes are neither backward nor completely modern in their leisure time activities. Lane (1994) reviewed how the principles of sustainable tourism have special relevance to the development of rural tourism, and examined how those principles could be translated into practice by the writing and implementation of regional sustainable tourism strategies.

Inbakaran (1996) explained the geographical structure of the tourism industry in India. He focused on cultural and heritage tourism. Miriam (1998) studied a geographical study of tourism and its impact on the environment of Ooty town, Tamil Nadu. Singha (1997), considered the contribution of education/training bodies, world-

over, and then focused on their status in a developing country like India, where conditions were more complex. Finally, an attempt had also been made to suggest viable measures for ascertaining success in quality manpower development efforts.

1.8.4 TECHNIQUES AND METHODOLOGY :

The following research study has been reviewed on focusing of techniques and methodologies with different models and data analysis for tourism study.

Jona and Anver (1975) Israel scholars have proposed a comprehensive planning for tourism, by taking into account supply and demand relationships, comprising the number and categories of tourist that the host country is able and willing to accept to meet the requirements of the tourist, and distribution of various activities over the years. Shontz and Dorfman (1977) an American psychologist focused the attention on quality of recreational facilities so as to give maximum satisfaction at minimum ecological deterioration. They concluded that recreation succession model presents a rational structuring of testable hypothesis.

Pearce (1979) a New Zealand geographer had explained the spatial patterns of supply, demand, tourists movements, tourism impacts and others. He furnished models of tourists' space. Chalfen (1979) an American anthropologist brings out the importance and correlation between tourism and photography. Ferrario (1979) had given an applied methodology for evaluation of tourist resources. He has also taken into account the elements contributing for tourism.

Bertuglia et al. (1980) had presented a mathematical model of the dynamic behaviour of natural recreational resources in the presence of 'disturbance' elements with a park taken as the natural resource and its users as the element of 'disturbance'. Walsh and Davitt (1983) studied to develop and apply a statistical procedure to estimate the demand for length of stay. Shcherbina (1986) investigated two problems of the development of recreational systems and the management of those systems. He proposed the model of optimal development and management of tourist routes in the form of mathematical programming problems.

Kousis (1989) studied tourism and the family in a rural cretin community. He explained the gap between male and female marital ages and the sexual codes in relation to tourism behaviour. Van Der Knijff and Oosterhaven (1990) studied about optimizing tourist policy in the form of linear programming approach. He constructed a model. Arthur (1990) focused mainly on beach resorts. He showed a model of development evolution. His revised the model to help the governments, planners, developers and all those who have an interest in improving beach resort development.

Randa (1994) studied tourism and community perceptions with an examination of Mount St. Helens' tourism as perceived by local residents. The research utilized informal interviews and a comprehensive questionnaire to develop a body of original data on resident perception of tourism's impact on local community. Orams (1996) studied about a conceptual model of tourist – wildlife interaction. He had taken the case for education as a management strategy.

Potter and Coshall (1998) demonstrated the benefits that are likely to accrue to such workers employing a hand-operable non-parametric method of analyzing social, economic, and demographic conditions in Barbados. Saleh and Karwacki (1996), reviewed the recent literature on eco-tourists. The author summarized the results of the two studies, comparing them to the existing knowledge on eco-tourists. Finally, the managerial implications that emerged from the two studies are discussed.

Squire (1996), had focused on this study, within the context of heritage tourism. The author identified the connections between 'real' and fictional worlds and literary-related tourist sites, attractions and promotions are also described. Also highlighted the need for more comprehensive understandings of its qualitative, and social and cultural dimensions. Linson and Getz (1996), explained about the issue of scale in eco-tourism is addressed, with specific reference to the relative costs and benefits of large versus small-scaled development, tour groups, and tour operators.

Blamey (1997), discussed how eco-tourism as a concept is to be defined have begun to subside, this question, arguing that a distinction between intentions and outcomes is required, as is a distinction between normative and descriptive perspectives. Milne and Nowosielski (1997), begin their discussion with a review of the literature on the growth of 'new' tourism in small island states- focusing on the key role ascribed to evolving distribution technologies, especially computer reservations systems (CRS).

Rossa (1997) had examined travel agency employment perceptions and preferences among a sample of secondary college graduands, together with a range of

Human Resource Management Domains such as Employment Attainment beliefs, Problem-Solving styles and the Work Ethic. This study had found that travel agency employment was favoured among this sample of potential tourism/hospitality industry employees, particularly among female respondents. Timothy (1998), presented a normative model of tourism planning which requires cooperation between government agencies, between various administrative level of government, between same-level autonomous polities, and between the public and private sectors.

Akama (1999) showed this study that while the product life cycle model is useful in explaining the development and evolution of tourism in retrospect, it is not a useful tool for focusing future trends in tourism development. Mcadam (1999), discussed the value and scope of geographical information system (GIS) in tourism planning. The discussion focused on the functionality and application of GIS in tourism development projects (TDPs) before moving on to assess the level of current interest and adoption of the technology through studies of tourism and GIS consultants. This study argued that GIS could bring significant added value to decision making through data analysis, modeling and forecasting.

Lumsdon (2000) evaluated the concept of a planned sustainable transport network, the National Cycle Network in the UK, as a potential model for the integration of transport, tourism and recreation. This paper concluded by exploring a number of implications, which might be considered when developing similar tourism transport networks. A model of sustainable transport development is presented.

1.9 LIMITATIONS

Geographers in India are mostly concerned with the spatial distribution of tourist spots using various techniques. The present analysis provide an in depth city introspection into the various aspects of local tourism in Chennai City using a special GIS software package, which helps to focus on tourist supports system. Unfortunately in Chennai the tourism related information is still in its infant stage. Hence this study would help to understand the spatial distribution of tourist spots, the tourism behaviour, and tourist preference and tourism infrastructure. Though geographers have contributed to the study of tourism support system in other Indian cities, a study on Chennai City has not been attended in the above cited direction. Thus the scope of the study lies on its GIS capability and the extensive field survey to bring out the ground realities related to tourism. There is a lack of baseline information on different types of tourist spots in Chennai City. Access to some potential useful secondary sources was difficult. There is a lack of systematic documentation of information relating to tourism and general infrastructural facilities. Due to time and cost constraint it was not possible to do the primary data collection for all the divisions in Chennai City. Due to cost constraint image processing technique was not possible using the satellite imageries.

1.10 ORGANISATION OF THE WORK

The first chapter includes introduction, definitions, importance of tourism, conceptual framework, types of tourism, local tourism, need for local tourism, problem of study, review of literature, aim and objectives, study area, sampling design, limitations, and scope of the study. The second chapter deals with the methodology of

the study, the GIS and methods. The methodology includes spatial and non spatial data analysis for both the primary and secondary data. The third and fourth chapters deal with the local tourism and distribution of tourist spots in Chennai City respectively. The fifth and six chapters describe the infrastructure and the socio-economic and behavioural pattern of local tourists in Chennai City. The seventh chapter deals with the socio-economic and behavioural pattern of local tourists on the basis of primary data. The eighth chapter presents the summary and conclusions of the work.

CHAPTER II

CHAPTER II

2. METHODOLOGY

2.0 INTRODUCTION

2.1. SPATIAL DATA BASE

2.2. SPATIAL DATA BASE CREATION

2.3. PROJECTION AND TRANSFORMATION

2.4. NON-SPATIAL DATABASE CREATION

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(A) QUERY BASED ANALYSIS

(B) PERCEPTION ANALYSIS

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CHAPTER - 2

2 METHODOLOGY

2.0 INTRODUCTION

The Local Tourism support in Chennai can be described by the existing tourist supply spots, infrastructural facilities, and the demand – friction factors of tourism. Therefore, there is a need to identify the various physical, social and economic aspects and tourist spots for planning and promotion of local tourism in Chennai City.

GIS and Tourism study demands, to a greater extend, addressing the problems of facility management, attributes data handling and query. As the present study involves local tourism in a metropolitan city, a detailed vector data base is the backbone for the GIS analysis. A step-wise sequential method is needed for assimilating both spatial and attribute data for analysis.

The analysis is providing an introspection of local tourism in Chennai City using GIS methodology. In Chennai the tourism related information are bountiful and available from several sources. However, all such information are available in tourism offices and large size hotels, tourist operators and other agencies who are directly or indirectly associated with tourism as trade. In other wards all available information are in bits and pieces. The required methodology is therefore to bring under one umbrella. Hence this study would help to understand the design of digital information base while exploiting the spatial data management and its related principles. Though geographers have contributed to the study of tourism support systems like any other investigators,

the strength of the study lies on its GIS methodology and the extensive field survey to bring out the ground realities into a comprehensive possibly interactive system.

2.1 SPATIAL DATA BASE

Base Map and its conversion into digital data format is the first step in digital mapping and analysis. For the present study the base map has been prepared from the topo sheet 1:25,000 series, published by survey of India. With the different theme layer of tourist spots, accommodation, restaurants, travel agents, shopping centers, travel aid centers as point features, road and rail as line features and ward division as polygon features, the digital data base have been created by vector format.

The present study uses ARC/INFO GIS software which have been used as the core of database engine for conversion, storage and manipulation purposes. ARC/INFO is modular, vector based package and is versatile for creation, organization, storage, retrieval, analysis, display and query. It is in association with Arc View module also a good tool for making cartographic quality outputs in the form of maps and generation of statistical tabular reports. The spatial data is organized using topographical data model while the non-spatial attribute data is stored using a database management package. ARC/INFO and Arc View packages have different modules and many of these have been using for organizing the (spatial) database.

2.2 SPATIAL DATA BASE CREATION

After scanning the map (raster map), which is readable in the Arc View package and which can be digitized as on screen digitization in the vector model for each different layers, they are accommodations, city boundary, bus root, division boundary, major roads, railways, restaurants, shopping centers, tourist spots, travel aids, travel agents, Tamil Nadu and India with correspondent theme name for all point, line, and polygon locations. With relation to the real world the digitized layers are then saved in .shp format as a vector file. Up to this digitizing part has been completed.

The digitized coverage is processed for digitization errors such as dangles, constituting the overshoots or undershoots, and labels for line and polygons. In this stage the digitized map should be edited correctly to rectify the errors. For this purpose, as a first step the digitized map with .shp (shape) formatted map has been transferred as SHAPEARC in ARC/INFO package. The converted arc file has been taken into arc edit by using few editing commands of SEL, SPLIT, MOVE, ADD, DELETE, and SAVE. After editing, the different layers has been cleaned by using the ARC command CLEAN, and BUILD as point, or line, or polygon, or poly-line with output coverage name (table no. 2.1 & 2.2). Now the maps has been fully edited and corrected. With this the editing part has been completed. Finally the coverages are processed for topology creation. As in the case of digitization, the editing has also to be done on a map-sheet basis. The attribute codes for the different categories are then verified and additional attributes – feature-name, description etc., are added into the feature database.

In the labeling each locations (point, line, polygon) is named with reference to the (tourist spots, accommodations, restaurants, shopping centers, transport lines, tour operators, travel aids) original map by using the command EF LABEL., ADD, type whatever related then SAVE and then QUIT. Thus labeling is completed.

2.3 PROJECTION AND TRANSFORMATION

To convert coverage from digitizer units to real world co-ordinates, projection has to be come out. The first step creates a empty tic coverage. Here the locational references for each tic was marked using the latitude and longitude graticules. This is on the digitizer co-ordinates, which has to be converted to real world co-ordinates. For this the real world locations must be converted from degree, minutes, and seconds into Decimal Degree (DD). DD=Degree+Minutes/60+Seconds/3600. The DD has been calculated manually for the help of converting the locations into projection. To carry out the projection of the maps the following ARC commands CREATE, TABLE, UPDATE, PROJECT has been used.

Transform generates and displays a report on the screen showing comparisons between input and output coverage TICs, the parameters used for the transformation and measures of how accurately the two coverages fit together. To transform an empty coverage has to be created using the projected tic coverage. The actual coverage then has to be transformed into the empty coverage using the command TRANSFORM.

Table No. 2.1

SPATIAL DATA BASE ELEMENTS – CHENNAI CITY

(SECONDARY DATASETS)

Sl. No.	Coverages / Theme layers	Type	Source	File Name ARC / INFO	File Name Arc View
1.	Accommodation	Point	Ttk map's publishers	Accomf	accomf.shp
2.	Base map	Polygon	Ttk map's publishers	Basef	basef.shp
3.	Bus root	Line	Ttk map's publishers	Busrootf	busroot.shp
4.	Division	Polygon	Ttk map's publishers	Divif	divif.shp
5.	Major roads	Line	Ttk map's publishers	Majorf	majorf.shp
6.	Railways	Line	Ttk map's publishers	Railf	railf.shp
7.	Restaurants	Point	Ttk map's publishers	Restf	restf.shp
8.	Shopping center	Point	Ttk map's publishers	Shopsf	shopsf.shp
9.	Tourist spots	Point	Ttk map's publishers	Spotsf	spotsf.shp
10.	Travel aids	Point	Ttk map's publishers	Taidsf	taidsf.shp
11.	Travel agents	Point	Ttk map's publishers	Travef	travef.shp

Table No. 2.2

SPATIAL DATA BASE ELEMENTS – CHENNAI CITY (PRIMARY DATASETS)

Sl. No.	Coverages/ Theme layers	Type	Source	File Name ARC / INFO	File Name Arc View
1.	Division	Polygon	Corporation divisons incorporated on Ttk's map publishers	divif	divif.shp
2.	Primary samples	Polygon	Corporation divisons incorporated on Ttk's map publishers	Derived through divif	Primarysam ple.shp

2.4 NON-SPATIAL DATA BASE CREATION

Non-spatial associated attributes (sometimes called feature codes) are those properties of a spatial entity that need to be handled in the geographical information system. As part of designing the organization of ward wise data on various aspects, Census data has been computerized by dBase interface module (chennai.dbf), which is developed for the purpose and which has been transferred in the excel format for easy to access for the present study. The data for tourist arrivals for the Chennai City for specific tourist spot has also been entered (transferred) in the excel format with different file name (table no. 2.3 & 2.4)

Thus the non-spatial datasets are available at levels of division/ward wise. The division is the lowest unit at which the non-spatial data is available and thus it is essential to organize the non-spatial data at the division level. Secondary data were extensively used to describe the study area and arrivals of tourists chronologically in India and Chennai City. Secondary data on infrastructural facilities had been gathered from various sources and compiled.

The following are the non spatial data base information created both excel and dbase formats.

Table No. 2.3

NON - SPATIAL DATA BASE ELEMENTS – CHENNAI CITY

(SECONDARY DATA SETS)

Sl. No.	File name	Description
1.	Chennai.dbf	Demographic data(census)
2.	Chennai2.dbf	Literacy data (census)
3.	Accom.dbf	Hotel/lodges data (tourism dept.)
4.	Tab3.xls	Tourist arrivals to the spots in Chennai City(tourism dept.)

Table No. 2.4

NON - SPATIAL DATA BASE ELEMENTS – CHENNAI CITY

(PRIMARY DATA SETS)

Sl. No.	File name	Description
1.	Correlations.xls	Correlation data
2.	Tensamplesfrequency.dbf	Primary data for sample area

2.5 DATA BASE DICTIONARY AND SPATIAL – NON SPATIAL LINKAGE

All the spatial data sets have an associated attribute table where the detailed attribute of each feature is recorded. Although feature codes and identifiers can be attached to graphic entities directly as input, it is not easy to enter large numbers of complex non-spatial attributes interactively. Linking the spatial data to the already digitized points, lines, and areas can better be done using a special program that requires only that the digital representations of the points, lines, and areas themselves carry unique identifiers. Both the identifier and the coordinates are thus stored in the database.

There are two major linkage aspects involved in this:

- For all spatial data sets other than administrative maps the linkage is achieved through the data dictionary feature code.
- For administrative maps – division/ward wise maps, the linkage is achieved on a one-to-one relation based on a unique code for each division. This code has been identified as a sequential number for the 155 divisions in the city. This link-code is also related to the census division number on a one-to-one basis. Further, because of the co-relation to census division number, it is also possible to abstract division data to whole city data.
- For tourism support systems for Chennai City (accommodation, restaurants, shopping centers, transport lines, tour operators, travel aids), the linkage is achieved on a one-to-one relation based on a unique code for each locations (points). This link-code is also related to the tourism department data number on a one-to-one basis. Further because of the co-relation to tourism location number, it is also possible to abstract tourism support (infrastructure) system data to whole Chennai City data.

Table No. 2.5 SPATIAL DATA BASE GENERATED AS:

1.	Input	ttk's map publishers, survey of India
2.	Scale	1:25000 ; 1:50000
3.	Co-ordinate	Polyconic Projection
4.	Registration	Topographic Maps : latitude/longitude; road, rail intersections
5.	Query units	Point, line, division/ward wise

Table No. 2.6 NON-SPATIAL DATA BASE GENERATED AS:

1.	Unit of data base - Census / Corporation - Thematic (tourism support unit's-Infrastructure) tourism department data	Spatial Components - Ward - wise - Feature - wise (point/line/polygon)
2.	Link to spatial - Census / Corporation - Thematic (ttk's map publishers) tourism support units	- Division - Feature code (assigned by GIS) by label
3.	Details - Census / Corporation - Thematic (tourist spots & tourist support units) tourism department	- Feature Class - Features coded & labeled
4.	Query	- Feature wise (Point/line/polygon)

The entire data creation and analysis can be thus summarized (table no. 2.5 & 2.6).

1. Topo sheets co-ordinates are used as registration points to create coverages. The division (administrative) boundaries and items of tourism support system for Chennai City (accommodation, restaurants, shopping center, transport lines, tour operators, travel aids) are digitized from base maps, which all together are in one layer, which has been separated (digitized) with different theme layers as GIS database.
2. Base map on 1:25000 scale of Chennai City has been the basis for the pertaining the 155 divisions of Chennai, and other physical parameters like coastline, rivers and canals.
3. The division boundaries and tourism support systems are digitized using point, line and polygon feature concepts as the case may demand.

4. After digitization and proper organization of polygon, point and objects of tourism support systems, respective theme details are encoded to represent the census code and tourism department descriptors.
5. The point and line buffer analysis has been adopted for the present study. Point buffer has been used for the tourist spot's locations (point entity) with the distances between 50 and 500 mts. The line buffer has been used for the transportation line (line entity) for the study area with the distances between 50 and 500 mts.
6. Once the buffer analysis has been completed, the second (GIS) level analysis called as overlay technique has been adopted for final results. The ability to integrate data from two sources using map overlay is perhaps the key GIS analysis function. Using GIS it is possible to take two different thematic map layers of the same area and overlay them one on top of the other to form a new layer. Point-in-polygon overlay is used for the present study to find out the polygon (tourist spot as point buffer) in which a point (locations of infrastructures – hotels, restaurants, travel agents, shopping centers etc.) falls.

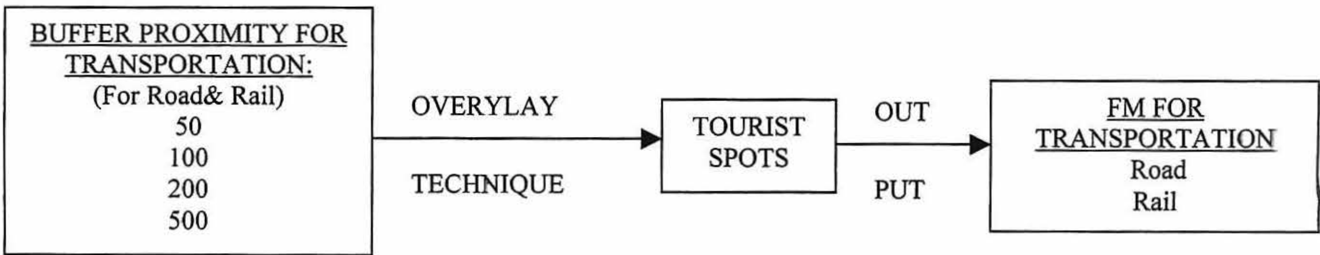
The basis for digital presentation is, as outlined earlier, by the outputs of AM/FM methodology and derived surface maps using buffer and overlay analysis (Fig No. 2.1).

Therefore two sets of maps are derived by GIS analysis. The first set of maps are for the proximity of tourism infrastructures with reference to tourism spots. In all the buffer operations, the buffers around the tourism spots have been kept as constants and the specific infrastructure facilities are overlaid on the map. In the second set of maps have been produce line buffers with reference to tourism spots. (Fig. No. 2.3).

Fig. No. 2.2 - POINT BUFFER TO FM



Fig. No. 2.3 – LINE BUFFER TO FM



2.6 FIELD SURVEY BY QUESTIONNAIRE

Extensive primary data collections have been made for establishing of demand – supply aspects of local tourism on the basis of sample survey of techniques. Once the sample area has been selected the primary data collection has been administered to collect the details of respondents. To ensure representations of different population groups, random sampling has adopted using multistage sampling approach. The

selection at the end level is limited 30 sample items for each of the spatial units. Wherever necessary the incomplete questionnaire is replaced, such that the quarter 30 sample in each locality is maintained.

The Questionnaire has been structured to include the personal details, socio-economic, perception and choice details. The Questionnaire covers totally 25 questions with easily understandable language of both English and Tamil. The Questionnaire fully covers with the objective and descriptive type of answers or the expected results. The survey has covered to a total of 300 respondents. The Questionnaire had been distributed to different age groups (from children to old age) and both sex of males and females. To consider the change of perceptions over a time period, the survey has been conducted within a period of six weeks. The primary data (questionnaire collected) has been entered as non-spatial data for ten sample areas of Chennai City. The data has been stored in EXCEL format the name called primarydata.xls which has totally 10 rows x 109 columns.

To ensure representations of different population groups, a two stage random sampling had been carried out by multistage sampling approach, which was adopted for the present study. In the first stage, the study area had been divided equally into sectors and in the second stage each sample area was selected where the intersecting points of the sectors and concentric rings fall on each sector. The homogeneous character of divisions within the zones was ensured by the process of delineation of zones by the inner and outer arbitrary line drawn on the basis of concentric circles at equal radii of the horizontal distance of the study area of Chennai City. Thus ten the sample areas have been created for the present study. Each ten sample area (division) has been stored

as polygon features with the specific code which is coinciding with the field survey non-spatial data base (primary data) code number to be helped for the spatial data base and non-spatial data base linking processes, which can make multi-theme maps separately.

2.7 ANALYSIS AND MAPPING

(A) QUERY BASED ANALYSIS

Query based analysis is fully based on computer-linked analysis. The details of each sample areas have been collected, then incorporated into field survey non-spatial data base. Once the linkages are established between field survey spatial data base and field survey non-spatial data base the work of query based analysis can be demonstrated. All the details have been added with correspondent sample areas, which can be seen in the form of a front end in a visual form showing details of the corresponding location, while clicking by. This provides an interactive advantage to the user. The query is fully implemented with the preparation of sample areas as visual objects and related tabular information as links.

(B) PERCEPTION ANALYSIS

Perception analysis has been carried out according to the respondent's perception and preferences for the different aspects of local tourism. Through the above processes, different themes of respondent's perception maps have been generated. The maps are prepared by the locational diagrammatic representation using the method of histograms.

(C) CORRELATION ANALYSIS

Correlation technique has been used to relate - income with time to visit)such as in holiday time, leisure time, LTC time, week-end holidays), income with mode of travel (such as air, bus, rail, car, van, auto rickshaw, two wheeler, rickshaw) and place of visit. The correlation results are interpreted on the basis of strength (values) and direction (such as positive and negative). The positive correlation results show the relationships between two variables are having contributions to each other. The negative correlation results show the relationship between two variables as pull down aspects.

The EXCEL packages have been used for all non-spatial data handling and analysis purposes. The correlation tables are generated by the EXCEL package. The final maps are produced by reducing all the maps into 1:50,000 scale after geo-referencing all the maps. The output is however adjusted to the size of the paper and thus further reduction of the scale.

CHAPTER III

CHAPTER 3

3.8 SOCIAL FACILITIES

(A) EDUCATION

(B) HEALTH CARE CENTRES

(C) RECREATION

3.9 SUMMARY

CHAPTER - 3

3 LOCAL TOURISM IN CHENNAI CITY

3.1 INTRODUCTION : LOCAL TOURISM

Local tourism is of the result of sustained prosperity and consequent rise in income, increase in paid leisure time and emergence of a growing affluent consumer society in the cities. Local Tourism, as indicated earlier, is mostly 'a day trip' to the nearly tourism spots. Therefore, local tourism tends to be highly spatially polarized. Beaches, parks, places of natural beauty, cultural and religious centres, recreational centres, historical and monument places are the destinations of the local tourists. Local tourism is also seasonal as it occurs during weekends or the holiday season or coincides with the favourable climatic seasons. This leads to crowding of tourists at destinations during certain times of the year. The factors, that are space and time as saturation factors of tourism, are of special significance in local tourism and to any geographer.

These local tourists usually consist of large groups of families, who are usually low spending, stay only for a short time, often less than a day, and desire to see as much as possible. They have neither the time nor the money for a lengthy stay. While the traditional religious, historical and monument circuit is still important in local tourism, travel for pleasure to other places like beaches, recreational spots etc. are on the increase. Recreational spots are a popular tourist destination especially during the summer or holiday season.

3.2 CHENNAI CITY AN OVERVIEW

3.2.1 A PROFILE OF HISTORICAL OVERVIEW

Chennai city has emerged as a cosmopolitan city, playing an important role for historical, cultural and intellectual development of South India. The Madras City, which was the name for the city till 2000, was third in population among the cities of the British Empire during 1871. For fifty years, the population growth in Chennai has been very low until 1921. There had been a rapid population growth from 1921 to 1971. Apart from natural increase of population in the city, in-migration from time to time has been listed a chief contributing factor.

Chennai City has been an important centre; Historically for various purposes; and specifically on strategic point of view of, trade and commerce. Chennai was originally known as Chennai Patnam. The City symbolizes the rise of British power in South India by setting up and consolidation of the East India Company in the 17^{th} Century with its headquarters at Fort St. George as a trading centre. Within 350 years a few scattered villages (important being Mylapore, Triplicane and Chennai Patnam) were developed into a modern metropolitan city without shedding its tradition, customs and religion.

The formation of the institution of a Mayor and Corporation of Chennai city was begun during 1687-1692. The status of Government of Chennai in 1698 continued for 11 years,in whose period was granted with the towns of Tondiarpet, Puraswalkam and Egmore from the local Muslim ruler the Nawab. This period also gained remarkable development in trade and commerce. The war between French and English

resulted with a significant change in which English lost its authority in 1744 to French rulers for a brief period. Between 1755 and 1763, Chennai city was developed with trading corporations, incorporation isolated towns, establishment of ports and factories. In 1781, Chennai city was added with a naval base, which made South India, secure in all respects. The supremacy of English over South India was further strengthened without break. From 1799 onwards, the villages and other places scattered around Chennai got agglomerated gradually with Chennai city.

Consolidation and development of institutions in Chennai were held between 1803 and 1827. A judicial Commission took place for administrative reform in Chennai during 1814. To improve the literacy, various steps were taken place between 1820 and 1827, specifically by creation of board of public Instructions for imparting English education in Chennai. Various institutions of professional and technical education had been established in the beginning of 19^{th} century in Chennai. The educational institution of higher learning like school of industrial Arts was begun in 1850; Madras Engineering College in 1834; Madras Medical College in 1835; and Madras University in 1857. the Madras High Court in 1862;and though the Railway Company was formed in 1845, the actual construction work in Chennai began from 1853, with the moderate development of railway facilities and requirements in South India, Madras or Chennai City had become the headquarter for South Indian Railway in 1858.

Several important events took place between 1850 and 1900 in Chennai. The harbor work was initiated between 1872 and 1875. From 1900 onwards several establishments of different natures were started functioning in Madras / Chennai which helped for socio-economic development of the city. From time to time, the area under

the city was kept extending due to population growth and expansion of industrial development, expansion of civil, administration and trading activities.

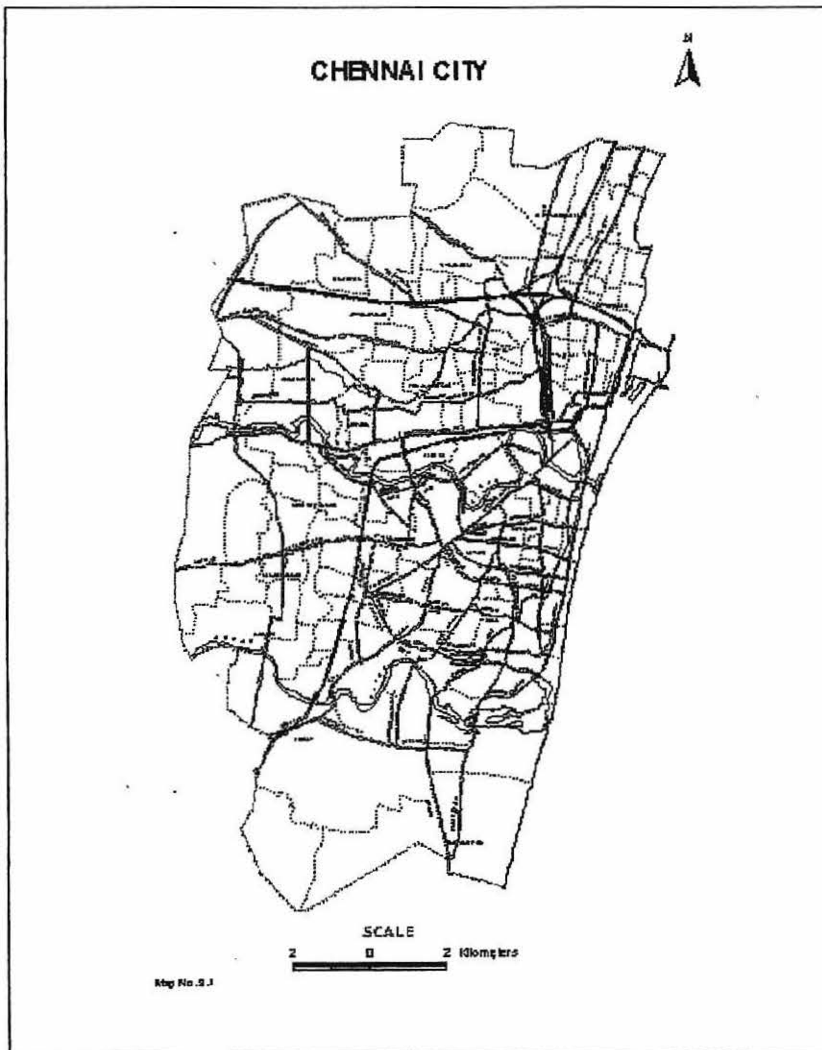
With the inclusion of 12 Panchayats around Chennai in 1978, the area was extended from 128.83 Sq.kms to 170 Sq.kms. However, the present area, as is reported by the revenue authorities of Chennai district is 174 Sq.kms. The total number of divisions has been increased from 150 in 1981 to 155 in 1991. The Chennai district is represented with 14 Members of Legislative Assembly and 3 Members of Parliament.

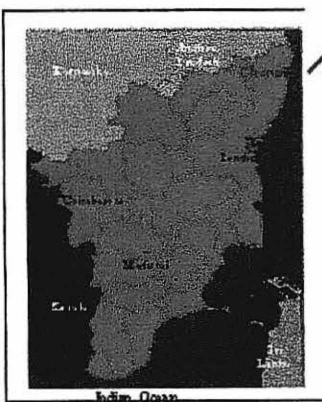
The urban area of Chennai City is extended to the neighbouring districts to the tune of 612.11 sq.kms. (1991, Census). Excluding Chennai Corporation area (174 Sq.kms), the remaining area of 438.11 Sq.kms belongs to the Chengalpattu and Tiruvalluvar districts. The total population of 57 urban agglomeration areas including Chennai Corporation in 1991 Census was 5,421,985; 2,805,566 males and 2,616,419 females of the total population Chennai Corporation had shared major portion (70.85 percent) and the rest of the population was spread over in 56 urban areas. Number of households in the urban agglomerated areas was 1,139,438 while Chennai Corporation accounted 70.06 percent of the household.

3.3 A SHORT PHYSICAL OUTLINE

Chennai city, one of the great metropolis in India is not only capital of Tamil Nadu, but also serves a Gateway to the South Indian culture (Map No. 3.1). Chennai district or otherwise Chennai city has a stretch of seacoast of about 25 kms along the Bay of Bengal from Thniruvanmiyur in the South and Tiruvotriyur in the North. The

STUDY AREA





Location of the Study Area

LEGEND

- CITY BOUNDARY
- COAST LINE
- DIVISION BOUNDARY
- RAILWAYS
- MAJOR ROADS
- RIVER & CANAL
- RAILWAYSTATIONS

Map No. 3.1

district is a surrounded Chengalpattu and Tiruvalluar district. The average elevation of the city is not more than there are few isolated hills found mostly in the south and southwestern parts of the city above the mean sea level while most of the localities are just at the sea level. Two streams, the Cooum and Adyar, intersect the city. The Cooum runs through the heart of the city and enters into sea, while the Adyar River passes through the Southern part of the city. Buckingham canal a waterway, built for coastal transportation long ago runs through the city, almost parallel to the Coast, within the limit of 5 kms from the coast. The city is known for stretches of long-broad beaches, off shore sand bars and narrow-longitudinal marshy backwater regions.

Chennai experiences hot climate, which could be classified as tropical maritime monsoon type. As the district is in the tropic, the temperature is naturally high but it is counter-balanced to a considerable extent due to the proximity of sea. Monsoon period is between October and December while cool weather prevails between December and February. From March to May, Chennai city experience the warmest weather which is followed by westerly winds and occasional thunder storms between June and Octorber. The rainy season – northeast (retreating) monsoon is both short term and intensive spell. During this season, occasional tropical cyclonic storms strike the city and cause flooding and damages.

The mean minimum temperatures rarely fall down to 20° C while the mean maximum temperature is above 37° C. The actual mean minimum temperature recorded in Nungambakkam and Meenambakkam the two meteorological stations located in Chennai for the period between July and December in 1990 indicates that the temperature ranges from 22.8° C to 25.9° C and 21.9° C to 25.8° C respectively. Similarly, the actual mean maximum temperature for the same period recorded shows

between 28.9° C to 35.1° C respectively in the two stations. The humidity in the city is reported to be high when compared to other areas in the State due to the vast open sea and the prevailing easterlies. The average humidity recorded per month at Numgambakkam and Meenambakkam for the period between July and December 1990 were 76.83percent respectively. It is reported that the humidity rate during morning was higher than the evening.

A perusal of the table 2.1 reveals the Temperature at various stations. The maximum temperature is only during the month of June (35.1) and the minimum is during the month of December (21.5). Chennai city is getting the maximum rainfall during the month of November the peak period of North East Monsoon period (which is 466.9 mm.). May month always happen to be the hottest month on every year. Chennai city has recorded the highest of 50.3 degree Celsius during May 1992.

The headquarters (Secretariat) of the district is located at Fort St. George . The entire area of Chennai district comes under Chennai Corporation. The district is divided into 155 divisions/wards and 10 zones for administrative purposes. There are 5 revenue taluks. 20 revenue firkas and 55 revenue villages in the district (Map No. 3.2). Names of the taluks, division/wards of Chennai District are given in the following table:-

S.No.	Taluks	Division / Wards
1	Fort – Thondiarpet	1-31
2	Perambur – Purasawalkam	32-63
3	Egmore – Nungambakkam	64-78 & 97-129
4	Mylapore – Triplicane	79-96 & 142-155
5	Mambalam – Guindy	130-141

Source : Office of the Assistant Director (Stat.), Chennai.

CHENNAI CITY

ADMINISTRATION , 1991



LEGEND

- CITY BOUNDARY
- COAST LINE
- DIVISION BOUNDARY
- RAILWAYS
- MAJOR ROADS
- RIVER & CANAL
- RAILWAYSTATIONS

SCALE



Map No. 3.2

There are number of administrative offices located in Chennai district, prominent being St.George fort (Secretariat), D.M.S, Shastri Bhavan and Rajaji Bhavan, Southern Railway Head Quarters and many other Central and State Government Offices are located in Chennai district.

The Madras Metropolitan Area consisting of Madras city and its environment extends over 1,166.76 sq. km. The estimated population of Madras urban Agglomeration in 1991 using the exponential growth model is 5.56 million and by the component method 5.43 million. The population estimates for MMA and city area estimated by MMDA will be 10.0 million in 2011. It also indicates that between 1991 and 2011, 3.5 million persons will be added to MMA of which the share of the city is 2.0 million (Madras 2011, MMDA 1991).

Three distinct areas are identified within the metropolitan area. First there is the city itself within the limits of Madras Corporation. Next there are the urban centres and extensions contiguous to the city area and thirdly there is the rural area with a number of rural settlements. Madras city means the area under the jurisdiction of the city corporation, Madras urban Agglomeration means the area consisting of Madras city & the urban centres & Madras Metropolitan area means the area delineated as Madras Metropolitan area for planning purposes which is also the Madras standard urban area defined by the census (Madras 2011, MMDA 1991).

3.4 CHENNAI: DEMOGRAPHIC DETAILS

3.4.1 THE STRUCTURE

The Population, according to 1991 Census, of Chennai District was 3,841,396; 1,986,278 males and 1,855,118 females, which constitute 6.88percent of the total population of Tamil Nadu. Of the total urban population in the State, Chennai shares 20.14percent. In 1981 Census, the population in Chennai District was 3,276,622 (1,694,107 males and 1,582,515 females) and the population growth rate for the decade recorded higher (17.24percent) than the State (15.39percent). The sex ratio in Chennai District has been 934 females per 1000 males against 974 females at State level. The population densities of the Chennai District have been 22,077 persons per Sq.km. Being the cosmopolitan centre and a regional urban agglomeration, both educational, commercial trading and housing developments among different sections of the population stated to be remarkable. The literacy rate, according to 1991 Census, in Chennai District has returned as 81.60percent (males 87.86percent and females 74.87percent) against the literacy rate of 62.66percent in the state. The Scheduled Caste population in Chennai District has been reported very less (0.21percent). The workers in manufacturing and related secondary economic activity constitute 30.59percent to the total worker (31.98percent males and 21.53percent females). A significant proportion of workers are reported from tertiary sectors (trade and commerce, transport, storage and communication and in other services). The major proportions i.e. 68.36percent of the total workers (66.83percent males and 78.32percent females) are engaged in tertiary activities (CMDA Report).

3.4.2 POPULATION DISTRIBUTION

Total population of Chennai city is depicted in Map No. 3.3. It reveals a very high population in the peripheral parts of the city. Lowest absolute population is found in the core area of the city. The highest population of 32,000 to 60,000 people found in the divisions of Thiruvanmyur, Velachery, Guindy, Adyar, Villivakkam, Purasavakkam, Kolathur, Perambur, AnnaNagar, Kodambakkam, Jeeva Nagar all the divisions found in the southern or western part of the city. The lowest population of in-between 10,000 to 22,000 are found in the divisions of Chepauk, Chindadripet, Pattalam, Bharathi Nagar, Azad Nagar, Bharathidasar nagar, Vivekanandapuram, Kosapet; Kondithope, Peddunaikanpet, perumal koil garden, Sanjeevirayanpet, Grace Garden, Rayapuram,Singara Garden, Narayanappa Naicken Garden, Old Washermenpet, Seven Wells, Amman Koil, Muthialpet, Sowcarpet, Park Town, Elephant Gate, Purasaiwakkam, Gangadeeswarar koil, Komaleeswaranpet, Balasubramaniam Nagar, Thiruvateeswaranpet, Dr. Ambedkar Nagar, Egmore, Azhagiri Nagar. All these administrative divisions are found in the north-east and east-central parts of the city. The medium population of 21,000 to 27,000 people are found in the divisions of Ko su mani Nagar, Teynampet, Sheynoy Nagar, Kilpauk(S), Aminjikarai(E), Chetpet, Kalaivanar Nagar, Cheriyan Nagar, Jeeva Nagar, Mottai Garden, Dr. Radhakrishna Nagar, Ma. P. Si. Nagar, Meenakshi Ammanpet. However it may be noticed that the divisions where lower population are found are smaller aerial units and the larger population divisions are larger aerial units.

CHENNAI CITY

ABSOLUTE POPULATION, 1991



LEGEND

POPULATION (in persons)
- 10001 - 12500
- 12501 - 15000
- 15001 - 17500
- 17501 - 20000
- 20001 - 25000
- 25001 - 30000
- 30001 - 35000
- 35001 - 40000
- 40001 above

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.3

3.4.3 POPULATION DENSITY

Population density in Chennai City depicted in Map No. 3.4. The average population density is found distributed in almost all parts of the Chennai city in small pockets. Low density of population is found in the city centre and periphery. Very low density of population is observed in the industrial belt and some residential areas in south, north and west. High density of population is concentrated in around the central part of the city. The low density of population in the fringe of the city could be due to the larger aerial extent. However, population density is higher in the central part of the city due to the lesser aerial extent.

3.4.4 SEX COMPOSITION

Sex Composition is the number of females per 1000 males. This map (Map No. 3.5) shows the sex ratio of Chennai city 1991. The average ratio of 920 to 940 females per 1000 males is found in the peripheral parts of the city centre, north northwest, west, south and south west. It is observed that the older city, the industrial belt and industrial fringe comprising of south east and western parts of the city, has a considerable below average ratio of 785 to 920. This can be attributed to the fact that this is a commercial and industrial area. The area comprising the southern parts and the northeastern parts of the city shows that above average ratio of 940 to 1000 females per 1000 males. This is because these areas are primarily residential, belonging to the middle and high-income groups.

CHENNAI CITY

POPULATION DENSITY, 1991



LEGEND

POPULATION / Sq. Kms.
- 10000and Less
- 10001 - 15000
- 15001- 20000
- 20001 - 25000
- 25001 - 35000
- 35001 - 45000
- 45001- 60000
- 60001-75000
- 75000 AND ABOVE

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.4

CHENNAI CITY

SEX COMPOSITION , 1991



LEGEND

No. of Females / 1000 Males

- 785 - 800
- 800 - 840
- 840 - 880
- 880 - 920
- 920 - 940
- 940 - 960
- 960 - 980
- 980 - 1000

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.5

3.4.5 LITERACY

The percentage of total literacy in Chennai City depicted in Map No. 3.6. The percentages of in between 72 to 85 are distributed more in number. Very less percentage of 48 to 68 is distributed less in number. Above 70 percentages of total literacy spread in almost 3/4th Chennai City. Above 80 percent of the total literacy spread over here and there interior of the City. The map shows that very few areas of the city has low rate of literacy. These regions comprise the northeastern parts of Chennai and the older city. High rate of literacy 75 to 80 percent is found in central Chennai, west, northwest and southeast. This could be attributed to the more number of schools present here. Another reason could be the presence of high and middle-income groups of people in these areas.

The percentages of male literate in Chennai city are depicted in Map No. 3.7. Low rate of female literacy is observed in the core of the city and parts of north Chennai; the reason being lower male population in this area. Also north Chennai has more of lower and middle-income groups of people residing. High male literacy observed in the southern, western and parts of northern Chennai. This could be due to that this area comprises of high-income group of people and more number of schools here.

The percentage of female literacy in Chennai city is depicted in Map No. 3.8. Low rate of female literacy is observed in the core of the city and parts of north Chennai; the reason being lower female population in this area. Also north Chennai has more of lower and middle-income groups of people residing. High female literacy

CHENNAI CITY
LITERACY LEVEL , 1991



LEGEND

LITERACY%
- 50 AND LESS
- 50.1-60
- 60.1-65
- 65.1-70
- 70.1-75
- 75.1-80
- 80 AND ABOVE

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.6

CHENNAI CITY

MALE LITERACY , 1991



LEGEND

MALE LITERACY (in %)
- 50 AND LESS
- 50.1-60
- 60.1-65
- 65.1-70
- 70.1-75
- 75.1-80
- 80.1-85
- 85 AND ABOVE

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.7

CHENNAI CITY

FEMALE LITERACY , 1991



LEGEND

FEMALE LITERACY %

- 45 and Less
- 45.1 - 50
- 50.1 - 55
- 55.1 - 60
- 60.1 - 65
- 65.1 - 70
- 70.1 - 75
- 75.1 - 80
- 80.1 and Above

WATER BODY
ADMINISTRATIVE BOUNDARY
CITY BOUNDARY
COASTLINE

Map No. 3.8

observed in the southern, western and parts of northern Chennai. This could be due to the fact that this area comprises of high-income group of people and more number of schools here. The factor could be due to high female population in these areas.

3.4.6 POPULATION GROWTH

Population growth of Chennai is closely related to both frictional events and development of city in the past six decades. Chennai from a small trading port established at Fort St. George in 1639 by the English East India Company has grown to be the largest city in the southern region and one of the four National cities in India. Chennai City continues to have higher percentage of urban population in Tamil Nadu. During 1961-71 the population Chennai City grew at 47.06 percent, during 1971-81 at 17.35percent and during 1981-91 at 15.82percent. In absolute terms Chennai City's population has increased by 8.23 lakhs in 1971, 7.05 lakhs in 1981 and 5.17 lakhs in 1991 i.e. 67percent, 63percent and 48percent respectively. The population of Chennai City in its early years i.e. prior to 1900 increased or decreased depending on the political equation among the English, the French, the Marathas and the Muslim chiefs. It also varied depending upon the agricultural conditions in the neighbourhood. However, since 1901 its population has been on the increase, although at a small rate in the earlier decades of this country. Chennai has always been a city of overriding importance in the region, but its population growth was low till 1921, when it had a population of about 6 lakhs. The decadal growth rate since 1921 has been upward of 20percent and reached a peak of 64.96percent during 1941-51. It is also to be noted that the decadal growth rate has been in declining trend since 1971. However, actually the decadal increase is about 7.04 lakhs in 1971-81 and 5.18 lakhs during 1981-91. The

spatial distribution of population growth in these planning divisions in the city would bring out the growth trend of various parts of the city.

3.5 POPULATION CHARACTERISTICS: MEAN AND THE SPREAD

To analyse the mean and dispersion aspects of both density of population and Literacy levels, construction of Choropleth maps, Standard Deviation method is used. The method is suitably adopted. Therefore class interval is drawn as 0.5 to –0.49: around the mean, 0.51 to 1.5: dense population, 1.51 and above: denser places, 0.50 to –1.49: Lesser than average density, -1.50 and above: Less congested places, to bring out the density spread of population in Chennai City.

The Standard deviation method shows that the spread of population density (Map No. 3.9) above and below the mean value (439 person per sq. km.). It is observed that the spread of population density is negatively skewed in other words it is less than the average. Less congested areas are the southern and western parts of the city, small pockets in the eastern section adjoining the coast and few parts of the north. This could be attributed due to the larger aerial extent of these areas. More dense area is found in core of the city. Dense population is found scattered in the city centre more towards the north. High dense area is found in the periphery of the city centre to the south and southwest.

Over the same area the standard deviation of the literacy is also analyzed below and above the mean value (72 percent). This map (Map No. 3.10) shows that the total literacy level is equally skewed both negative and positively in other words it is equally

CHENNAI CITY

POPULATION LEVEL , 1991



LEGEND

POPULATION LEVEL
- -1.5- -0.5 Std. Dev. - Less Congested
- -0.5 - 0.0 Std. Dev. Less Average
- Mean (439)
- 0.0 - 0.5 Std. Dev. - Dense
- 0.5 - 1.5 Std. Dev. - Denser
- 1.5 - 2.5 Std. Dev. - Densed
- 2.5 - 3.0 Std. Dev. - More Densed
- > 3 Std. Dev. - High Densed

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.9



CHENNAI CITY

LITERACY SPREAD , 1991

LEGEND

LITERACY LEVEL
- -2.5 <
- -2.49 - -1.5 Std. Dev. - Least Literate
- -1.49- -0.5 Std. Dev. - Low Literate
- -0.49 - 0.0 Std. Dev. Less Literate
- Mean (72)
- 0.0 - 0.5 Std. Dev. - - More Literate
- 0.51 - 1.5 Std. Dev. - High Literate
- > 2.0 Std. Dev. - Most Literate

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.10

spread over the whole city. Less literacy population is observed in the northeastern part, southwestern part, and parts of central core of the city. This could be due to commercial and industrial fringes of the Chennai city. Higher rate of literacy is observed in few pockets of north and northwestern part, central core of the Chennai city. The reason could be due to high population in this area.

Over the same area the standard deviation of the male literacy (Map No. 3.11) is also analyzed below and above the mean value (77percent). It is observed that the male literacy level is positively skewed in other words it is above average. Low literate populations of males are found in the central part of city and least literate is found in one pocket of the city centre. Higher rate of male literate population is found in the south, and western part of the city. Most male literate population is extreme west pockets of the city. This could be due to the concentration of more number of males in these areas.

Over the same area the standard deviation of the female literacy is also analyzed below and above the mean value (66percent). This map (Map No. 3.12) shows that the female literacy level is positively skewed in other words it is above average. Less literacy of female population is observed in the core of the city. This could be due to low female population in this area. Higher rate of literacy is observed in south and western part of the city. Highest literacy of female population is in the extreme west pockets of the city. The reason could be due to high female population in this area.

CHENNAI CITY

MALE LITERACY SPREAD , 1991



LEGEND

MALE LITERACY LEVEL

- < -1.5 Std. Dev. - Least Literate
- -1.49 - -0.5 Std. Dev. - Low Literate
- -0.49 - 0.0 Std. Dev. - Less Literate
- Mean (64)
- 0.0 - 0.5 Std. Dev. - More Literate
- 0.49 - 1.5 Std. Dev - Higher Literate
- 1.49 - 3.0 Std. Dev - Highest Literate
- > 3 Std. Dev. - Most Literate

ADMINISTRATIVE BOUNDARY

- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.11

CHENNAI CITY

FEMALE LITERACY SPREAD , 1991



LEGEND

FEMALE LITERACY LEVEL
- < -0.50 Std. Dev.- Low Literate
- -0.49 - 0.00 Std. Dev. - Less Literate
- Mean (65)
- 0.01 - 0.50 Std. Dev. - More Literate
- 0.51 - 1.50 Std. Dev. - High Literate
- 1.51 - 2.50 Std. Dev - Higher Literate
- > 2.51 Std. Dev. - Most Literate

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- WATER BODY

Map No. 3.12

3.6 CHENNAI: THE REGIONAL ECONOMIC CENTRE

Chennai City has a firm base of large industries and commerce, insurance companies, shipping companies and banking institutions. Most of the large scales manufacturing activities are concentrated in the suburban areas of Chennai city. There are number of service sector activities; especially, health, recreation and educational services in particular, are located in Chennai City. The city of Chennai grew in the beginning mainly as a trade and commercial centre. The construction of Chennai Harbour in 1896 stimulated trade in the city of Chennai and further aided by the construction of railways. Chennai city being the commercial centre of great importance in the southern part of India is having a major port (international, domestic and visiting terminals) and International Airport. Chennai Port is one of the largest ports of India. It is well equipped in terms of shipping facilities, marine services all kinds of commodity shipments various warehouses and storages for food to industrial finished goods. The port has a full-fledged container terminal with road and rail connections. The port measures water spread of 170 hectares and a land extent of 238 hectares. It has the potentials to handle all kinds of cargoes, the more important ones being ore, crude oil, coal and fertilizer; the principal items of imports are fertilizers and chemicals, food grains, iron and steel, oils coal and fibers. The main items of export are ores, granite stones, hides, food items, and textiles. The port has facilities for locking small medium size passenger ships. Port has been expanded and additional harbour facilities are built 15 kms. north of the present harbour, at Ennore Creek.

The Chennai Air port is one of the major National and International Airport in India, the other three being Mumbai, Delhi and Kulcutta. The Airport handled about

5.175 lakh International passengers, 12.527 lakh domestic passengers and a cargo of about 28470 tones (International) and 10950 tones (Domestic) in 1990-91, has a significant share in total passengers as well as cargo handled in the four major Airports. The details of Aircraft and passenger movement, cargo movements are given in the annexure. Leather constitutes a major part of the export i.e. 55percent, followed by Garments (37percent).

3.7 LAND USE AND TRANSPORTATION

(A) LAND USE

"Urban Land Use" is a term commonly used to refer to the spatial distribution of Town functions, viz, its residential or living areas, its industrial, commercial and retail business are, major work areas, its transportation network, its institutional and leisure areas, etc. Land use planning's major objectives are to ensure the environment, health, safety, convenience, economy and amenity of the community. The following table no. 3.1 to table no. 3.4 gives the land use structure for city that existed prior to the formulation of I Master Plan.

Table No. 3.1

LAND USE BREADK-UP (1964)

Land Use	Extent	Percent to total extent
Residential	4028.4	33.4
Commercial	410.0	3.2
Industrial	479.2	3.8
Public & Semi-Public	1342.8	10.6
Open Spaces	429.6	3.4
Utility & Services	109.6	0.9
Transport & Communication	2195.2	17.3
Vaccant lands	1906.4	15.0
Non-Urban uses	1577.2	12.4
Total	12478.4	100

Source: First Master Plan for MMA.

It can be observed from the above table, that wide disparities in land use structure existed within the city. The city continued to accommodate most of the residential population commuting to work places on the outskirts and such of the population residing in the outskirts continued to depend heavily on the city for major commercial and other related amenities.

Table No. 3.2

The Proposed Land Use Structure (1991)

	Chennai City	
	Extent (in hec.)	**Percent to total extent**
Residential	8,08198	48.57
Commercial	973.28	5.85
Industrial	1,107.51	6.66
Institutional	2,746.43	16.51
Open space & Recreational	3,254.11	19.55
Agricultural	--	--
Non-Urban	476.11	2.86
Total	16,639.42	100.00

Source: First Master Plan for MMA.

The rapid growth of population during 1975-1990 has led to several changes in the land use pattern within the city. The disposition of land use within Chennai city does not exhibit major variations between then (1975) and now due to the face that land available for new development is very little within the city. However, the growth of population during 1971-1981 in the 16 planning divisions within the city, indicate that localities like Perambur, Nungambakkam, Guindy, Adyar, Ayanavaram, Kodambakkam and Sembiam have registered a growth of more than 50percent. This has been mainly due to the inclusion of extended areas within the city, which has thrown up large areas for intense residential development. Older parts of the city like Purasawalkam, George Town, Triplicane and T.Nagar on the other hand, have

registered a population growth rate of less than 10 percent during the same decade indicating that there have been only marginal changes just to accommodate the organic growth in population. The formation of the Inner Ring Road connecting the three major arteries has facilitated development along its alignments mainly within the already developed areas (Map No. 3.13).

Table No. 3.3

EXISTING LAND USE STRUCTURE – 1991 (CHENNAI CITY)

Land Use	Extent	Percent to total
Primary Residential	8138.40	47.74
Mixed Residential (Village Nathan)	--	--
Commercial	1183.91	6.94
Institutional	4769.60	27.98
Industrial	918.14	5.38
Open space & Recreational	1080.29	6.34
Agricultural	248.38	1.46
Non-Urban	104.82	0.62
Vacant	603.85	3.54
Total	17047.39	100.00

Source: CMDA report

Table No. 3.4

PROPOSED LAND USE STRUCTURE – 2011 (CHENNAI CITY)

Land Use	Extent (in hec.)	Percent to total
Residential	7,461.36	45.97
Commercial	2,201.65	13.57
Industrial	906.17	5.58
Institutional (includes roads & railways)	4,456.82	24.46
Open Space & Recreational	567.50	3.50
Water Bodies	448.21	2.76
Urbanisable	89.58	0.55
Non-Urbanisable	98.10	0.61
Total	16,229.39	100.00

Source: CMDA report

(B) TRANSPORTATION

Based on the recommendations of several studies on transportation planning several major projects such as formation of Inner Ring Roads, addition of public buses, Mass Rapid Transit system (MRTS) and construction of bridges, out bridges, raised highway segments have been taken up for implementation (Map No. 3.14).

The road network of Chennai is dominated by a radial pattern converging at George Town, which is the main Central Business District of Chennai city. The road network is primarily based on the three National Highways, leading to Calcutta (NH5), Bangalore (NH4) and Trichy (NH45). In addition to these, Chennai Thiruvallur High road, Arcot Road, Kamarajar Salai, Thiruvotriyur High Road are the other important radial roads in Chennai. The Rail system to cater the needs of the city dwellers in Chennai consists of three lines.

i. Chennai Beach – Tambaram M.G. line running southwest.
ii. Chennai Central – Tiruvellore B.G. line running East West.
iii. Chennai Central – Gummidipoondi B.G. line running north south.

Bus Transport:

The public transport is operated by Metropolitan Transport Corporation, which had a fleet strength of 2,339 buses in 1992. It operates 439 routes. The total scheduled km. /day is 5.2 lakhs and the number of passengers carried/day is 31.67 lakhs passengers and the cumulative distance around in kms pet day is about 270 lakh / km.

There is acuter overcrowding of buses during peak hours. The overloading is as high as 150 percent in certain routes. The supply is grossly inadequate. The waiting time at the bus stops has also increased.

More than 1,80,000 households live in over crowded conditions. In Chennai city, about 46.71percent (52,905 families) of households are having 4 members, 43.05percent (47,865 families) with 5 members and 35.28percent (86,375 families) more than 6 members, which is an indication of the extent of congestion. In terms of tenure, rented occupants predominate. For every two families living in their own house, there are three families in the rental accommodation (Table No. 3.5).

Table No. 3.5

	Owned	**Percent**	**Rented**	**Percent**	**(In lakhs) Total**
Chennai City	2.00	31.94	4.26	68.06	6.26

Source: Census 1981

The number of households not having access to sanitation in Chennai City is about 24percent (Table No. 3.6).

Table No. 3.6

	Households without	
	Sanitation facility	**Electricity**
Chennai City	23.86percent	32.17percent

Source: Census 1981

3.8 SOCIAL FACILITIES

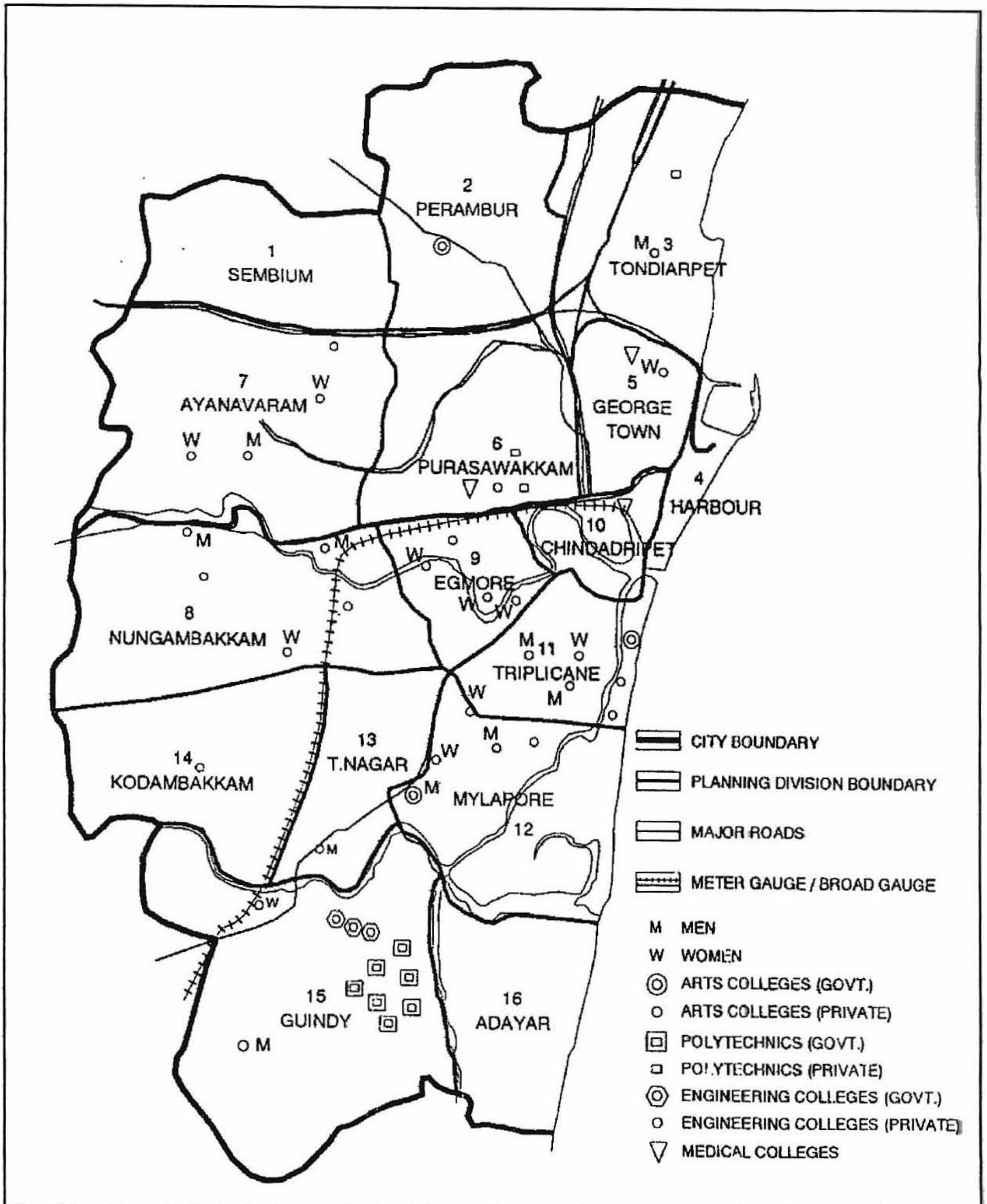
(A) EDUCATION

In recent years, there is a remarkable growth of higher education institutions. The city has a number of universities and integrated educational institutions like, Madras University, Anna University, MGR Medical University, Tamil Nadu university, Vetnary and Animal Sciences, Ambethkar Law University, IIT, Ramachandra institution of Madras Education (Deemed University), Sathyabama institution of Higher Education (Deemed University), Kalashetra, NIFT and ahead 120 Arts, Science, Law, Engineering, and paramedical education institutions. There are a number of specialized institutions of its kind, such as Kalashetra, NIFT, Government school of Arts and Sculpture, Madras School of special work, Madras School of Economics learning opportunities of commercial pilot, Marine Engineering, Nautical Science, Port Management, Labour studies, Catering Technology. The city has facilities to study advanced system of learning in Indian Medical systems of Ayurveda, Sidhdha, Yunnani and also for Homeopathy. A number of institutions offer centers in Ophthalmology, Optometric, Physiotherphy, Speeth Henophy, Nursing, Hotel Management, Hospital Management, Districts and Nutrition, Catering Technology. These centers attract students all over India and the neighbouring countries of Sri Lanka, Nepal, Bangladesh, Malaysia, Iran, Sudan, Tansia and other African Centres.

There is heavy concentration of education institutions in the Chennai City in respect of schools, collegiate and technical educational institutions (Map No. 3.15). Almost all advanced courses in Engineering, Medical and other technical; the institutions located in the city offer sciences and humanities.

CHENNAI CITY

EDUCATIONAL FACILITIES, 1991



Source: CMDA Report, 2001

Map No. 3.15

(B) HEALTH CARE CENTRES

Chennai is supposed to be the 'Health Care Capital' of India. The City has huge integrated hospitals in the private sector, Ramachandra, Appollo, MIOT, Malar, Vijaya, MMM, and Hindu Mission Hospitals and public sector hospitals like MMC, KMC, SMC, Railway Hospital and another 45 medium size integrated hospitals. Emptying tens of Heart, Lungs, Kidney operations, 100s of other major operations are conducted Eye hospital Heart Hospital , Cancer, Communicable Diseases, Leprosy and TB, AIDs Control Research.

(C) RECREATION

Recreation facilities in strict sense expected to provide a variety of year rounds leisure opportunities that are accessible, affordable, safe, educative and physically attractive to all the age groups of population. The facilities include Tourist spots, Regional Parks, Zoo's, Stadium, Parks, Play fields, Open spaces, Cinema theatres, Clubs, Community Centres, Reading rooms, Public Libraries, Religious institutions such as Temples, Churches, Mosques etc.

In Chennai City there are about 124 parks, 217 play grounds and 95 open spaces recommended for notification under Tamil Nadu Parks, Play fields and Open spaces Act and maintained by the Corporation of Chennai. There is therefore one park for about 30 thousand people and one play field for about 17 thousand persons. Facilities for physical exercise such as gymnasia are made available in some of the play fields. Many of the parks and play fields are not however in good condition.

The Birla Planetarium at the Periyar science & Technology centre at Guindy added recently to the recreational facilities already available in Chennai City. In addition to Cinema, Dramas, Music programs etc., also contribute to the recreation facilities in the city. There are about 12 Auditoriums available in the city being effectively utilized in this regard. Clubs, meetings etc., are many in number and are being regularly held in the respective locations. Few stadium available in the city such Jawaharlal Nehru stadium, University stadium Corporation stadium, Chepauk Stadium, Rajarathinam Stadium are facilities for indoors as well as outdoors games and sports. The Y.M.C.A. physical education centre provides alls orts of sports and games facilities. All these located in the city. The jawaharlal Nehru Stadium has been modernized to hold international level games. Apart from these, a number of exhibitions such, All India Tourist Trade Fair, Leather Fair, Book Fair, Co-optex Fair etc., are being regularly conducted in the city of Chennai.

Chennai is the city of tourist attraction as it has many spots such as Marina Beach, Eliot Beach, Musium, Port National Parks at Guindy, Snake park, Memorials of Gandhi, Kamaraj, Rajaji, Anna, MGR, etc. Visit to religious institutions such as temples, mosques, churches etc. also may group under outdoor recreation as it provides opportunity for individual/family groups to be away from home for change. Religious centres such as temples at Mylapore, Vadapalani, Besant Nagar, Triplicane, Thiruvottiyur, and churches viz Besant Nagar, Santhome, Little Mount, St. Thomas Mount, Royapuram, and mosques at Annasalai, Triplicane, Periamet, etc. are all could be included in the outdoor recreation.

3.9 SUMMARY

This chapter dealt with the geographical and demographical aspects of the study area. It focused mainly on population spread, sex composition, literacy and infrastructure which play a very crucial role in tourist perception. Also the role of Chennai city as a major commercial centre has been given a lot of importance.

CHAPTER IV

CHAPTER IV

4.4.3 SNAKE PARK

4.4.4 BIRLA PLANITORIUM

4.4.5 AQUARIUM

4.4.6 CHILDREN'S PARK

4.4.7 (A) KACHALEESWARAR TEMPLE

(B) PARTHASARATHY TEMPLE

(C) VADAPALANI TEMPLE

4.5 SUMMARY

CHAPTER 4

4 TOURIST SPOTS IN CHENNAI CITY

4.1 SIGNIFICANCE OF TOURIST SPOTS

Chennai City, by virtue of its natural beauty, historical existence, cultural surrounds and contemporary developments is certainly a tourist-visitor's choice. City has, a number of historic monuments, temples, churches, mosques, parks and libraries. But the most outstanding is the sparkling, cresting blue waters of Bay of Bengal and the beaches. The city has a large open zoo, deer park, snake park, bird sanctuary and crocodile farm and therefore it is a wildlife enthusiast's paradise.

In Chennai, Southern India's rich cultural heritage, unhampered and pure, is displayed by a plethora of architectural marvels and this heritages is immortalized in stones. Among them, the most striking are the two temples, Kapaleeswarar Koil in Mylapore and the Parthasarathy Koil in Triplicane. Music and dance are integral to South Indian life style. The many Auditoriums, Sabhas and Schools of performing arts in the city are perfect repositories of these arts. They have kept carnatic music, Bharatanatyam and various other age-old art forms alive and flourishing through concerts, performances and festivals. The art galleries and museums have a remarkable collection of paintings, bronzes and sculptures dating back to the Pallava, Chola and Pandya eras. The Fort museum has some fascinating memorabilia.

4.2 LOCATION OF TOURIST SPOTS

4.2.1 HISTORICAL PLACES

(I) HIGH COURT BUILDINGS

The High Court buildings were constructed between 1888 and 1892 by the side of the demolished Chennakesava Malleswarar temple and the Chennakesava temple, known for their architectural splendor. The red buildings of the High Court is a profusion of intricately patterned domes, delicate spires and graceful minarets. When generated, the building, said to be the second largest judicial building in the world after the Courts of London, was designed by Englishman Henry Irvine. Its interior is a veritable labyrinth – a warren of courts, successive vaulted corridors, half-hidden staircases and surprising alcoves. The law chambers occupy one of the major sections (Map No. 4.1). The portrait gallery on the first floor is named after Dr. P.V. Rajamannar, the first Indian to be confirmed as the Chief Justice of the Chennai High Court, in 1948. Visitors are permitted to look into the well-maintained courtrooms. If rushed for time, stop by Court No. 13, which is a fine example of the skillfully carved furniture, which were brought from the earlier High Court building on North Beach Road. Silvered panels with different patterns are embossed on the walls. A painted ceiling blazes with colour, while stained glass windows diffuse the glare and latticed woodwork fills the arch above the doorway.

CHENNAI CITY
TOURIST SPOTS



Adhipuriswarar Temple
INTEGRAL COACH FACTORY
KACHALEESWARAR TEMPLE
SHANTINATH JAIN MANDIR
ARMENIAN CHURCH
HIGH COURT
KANDASWAMY TEMPLE
PERIAMET MOSQUE
CENTRAL STATION
RIPON BUILDING
FORT MUSEUM
ST. ANDREW'S KIRK
CLIVE'S CORNER
ST. MARY'S CHURCH
FAIR LANDS
ANNA TOWER
WAR MEMORIAL
GOVT. MUSEUM
GANDHI ILLAM
NATIONAL ART GALLERY
ANNA MEMORIAL
UNIVERSITY BUILDING
CHEPAUK PALACE
BIG MOSQUE
PRESIDENCY COLLEGE
AQUARIUM
VADAPALANI TEMPLE
VALLUVAR KOTTAM
THOUSAND LIGHTS MOSQUE
PARTHASARATHI TEMPLE
CINEMA STUDIO
ST. GEORGE'S CATHEDRAL
MARINA BEACH
LIGH HOUSE
KAPALEESWARAR TEMPLE
SANTHOME BASILICA
SRI RAMAKRISHNA MATT
SAI BABA MATT
SAI BABA TEMPLE
LITTLE MOUNT CHURCH
BIRLA PLANITORIUM
KAMARAJ MEMORIAL
GANDHIJI MEMORIAL
RAJAJI MEMORIAL
GUINDY CHILDREN'S PARK
SNAK PARK
BANYAN TREE
THEOSOPHICAL SOCIETY HQRS.
VELANKANI CHURCH
MAHALAKSHMI TEMPLE
KALAKSHETRA
MARUNDEESWARAR TEMPLE

LEGEND

- • TOURIST SPOT
- WARD DIVISIONS

Map No. 4.1

(2) FT. SAINT GEORGE

This historical monument is maintained with vedics of fort structure, old cannons and assert of buildings. The various frontages of the buildings, corridors, roofs and wood works evidence the English, and other European architectural styles.

(3) CLIVE CORNER

On the south side of the Fort, which was the residence of the empire-building Robert Clive is the Pay Accounts Office; except for one room on the ground floor known as Clive's Corner, containing portraits, plaques and prints recounting the events of his life all other places in the building is part of Government offices.

(4) ST. MARY'S CHURCH

St. Mary's Church, yet another historical in the Fort area Set gracefully in a tree shaded corner inside the Fort, this building is the oldest Anglican Church in India, perhaps in all Asia, and the oldest surviving construction by the British in India. Built during the governorship of Streynsham Masters (1678-81). The church has remained the safest building in the Fort. In times of siege it was used as a military dormitory, granary and storehouse. In the church, several outstanding examples of 17th century workmanship- are found viz., the original, finely carved teakwood oriental designs, a simple but striking black granites and splendid altar rails. Other treasures of aesthetic and historic value include ornate church plates, several pieces of antique Danish silvers and the paintings of Streynsham Mastr's Supper (supposed to be a 16th century work of

a student of Raphael's) and the the painting is thought to have been painted by Raphael himself.

(5) GOVERNMENT MUSEUM

Government Museum, yet another treasure for tourists extends over two buildings – the front building houses the Museum Theatre, and select artifacts. It is not possible to complete a detailed tour of both buildings in a single visit. There are sections devoted to archaeology, anthropology, botany, zoology, sculpture and numismatics. Of special interest two are the exhibits of prehistoric hunting and cooking implements belonging to the Stone and Iron Ages which had been excavated from sites in and around Chennai.

(6) CENTRAL STATION

Central Station is a spacious red brick Indo-Saracenic edifice with a series of arches and an old fashioned clock tower. Built in the beginning of this century, it stands next to the magnificent, solidly built headquarters of the Southern Railway, in use since 1922. The first railway line in the south was laid in 1852, linking Vyasarpadi (once a Buddhist center) to Arcot (Wallajapet), the capital of the Carnatic nawabs. By 1856, the line had been extended to Chennai central. The old line to Royapuram is now part of the suburban service.

(7) RIPON BUILDING

Ripon Building, which is situated a little to the west of Central Station, is a palatial white building housing the oldest city corporation in India. A Royal Charter of James II by the order of the Governor, Elihu Yale, and Josiah child created the Chennai Corporation, the first in India, in 1687, the Chairman of the East India Company. The building, which was constructed in 1913, was named after Lord Ripon, a former Governor General of India.

(8) CHEPAUK PALACE

Formerly the residence of the Nawab of Carnatic, Chepauk Palace a striking red and cream structure on the Beach Road now houses the offices of the Public Works Department. Built in 1768, it is the earliest of the beautiful Indo-Saracenic buildings in Chennai (most of the others were built in the next century). The main building originally had two blocks. The southern building, with four small domes, was double storied and called Khalsa Mahal; the northern, single storied building including the grand durbar hall, was called Humayun Mahal. After the government acquired the Palace in 1855, Chisholm was commissioned to build an imposing tower between the two blocks. The Nawab's estate, surrounding the palace, included 17 acres of land now occupied by the University buildings and the Chennai Cricket Club's M.A. Chidambaram Stadium on Wallajah Road. The heirs of the Nawab still reside in Amir Mahal on Pycrofts Road granted to the family when they had to hand over the Chepauk

palace to the government. Amir Mahal, reputed to be a handsome building, is neither open to public view nor visible from outside.

(9) UNIVERSITY BUILDING AND THE PRESIDENCY COLLEGE

The Madras University campus lies along south Beach Road, just south of the Cooum, between Adams' Road and Wallajah Road. It consists of the old main buildings, the centenary buildings, and the Senate house. Presidency college, the oldest of this group of buildings, lies further south, at the corner of Beach Road and Pycrofts Road. The University was incorporated in 1857, growing out of Presidency College, instituted two years earlier. In 1864, Chisholm was commissioned to build the college and the Senate House. The two were to flank the existing Chepauk Palace and the Senate House. Presidency College, completed in 1871, is more Italianate than Saracen – a redbrick, double storied building with long arched corridors on both floors. Several additions have been made to it, the last in 1938, but not all of them are as aesthetically pleasing as the original building.

The Senate House, completed in 1879 and untouched since then, is a combination of the Byzantine and the Indo-Saracenic. It has high arches with stained glass insets, ironwork railings and domed towers. Inside, the massive hall and high ceiling are of impressive dimensions, with a double flighted teakwook stairway leading to the Syndicate Hall. Outside, facing the sea, are three bronze statues, those of V.Krishnaswamy Aiyer, Sir s. Subrahmanya Aiyya and Gopala Krishna Kokhale. On the south, under a graceful cupola, is the statue of the stately Queen Victoria. Chisholm also designed the old main building, completed in 1939. It is distinguished by the clock

tower and arched corridors. The library, housed in this building, has pinned arches, domes with octagonal bases and kooks of Islamic design but the interior fittings and furnishings show distinct British influence. The Oriental Manuscripts Library on the first floor boasts a magnificent collection of rare manuscripts. The Centenary Building, begun in 1957 and completed in 1961, is a solid edifice standing between the old main building and the Senate House. Its most noticeable feature is its white multidomed roof. On the west side of the campus is the huge Centenary Auditorium.

4.2.2 PLACES OF WORSHIPS & CULTURE

(1) PARTHASARATHI TEMPLE

Parthasarathi Temple is about 1,500 years old. This temple in Triplicane is the oldest temple structure in Chennai. It is one of the 108 sacred centers of Vishnu worship and the only one dedicated to Parthasarathy. The sculpted gopurams, the carved stone pillars and the more recently painted ceilings provide a lot of visual delight. Inscriptions on stone slabs along the length of an outer wall recount the legend of Parthasarathy in Tamil and Telugu. The ancient temple tank, 'thiru-alli-keni' (sacred lily tank) has given its name to the locality – Thiruvallikeni, anglicized to Triplicane. The origins of both temple and tank are rooted in legend rather than in history. From the hymns of the early Alvars (fifth and sixth centuries), it is understood that some of the shrines did exist at that time. Evidences from stone inscriptions indicate that the main temple was first build by a Pallava king of the eighth century, and the Cholas (tenth and thirteenth centuries) and the Vijayanagar rulers (fourteenth to seventeenth centuries) made additions to it.

(2) KAPALEESWARAR TEMPLE

Kapaleeswarar Temple is situated in Mylapore, and the temple is dedicated to Arulmigu Kapaleeswarar, an aspect of Siva. His consort is the goddess Karpagambal. The date of the original temple (which is supposed to have been closer to the seaside) has not been established, but inscriptions on stone slabs from the original temple, which have been incorporated in the present temple, mention the date A.D. 1250. The present temple was reconstructed about 300 years ago, towards the end of the Vijayanagar period. In 1672, the French against Dutch forces fortified it. The temple tank, known as the Mylapore Tank, is unique in that Muslims also use it on the lst day of Muharram to immerse the Pancha or Peeli. The right to use this tank, granted to the Muslims three centuries ago, is respected to this day. If the date of the Pancha immersion coincides with that of a temple festival the latter is postponed and the Muslim ritual is given priority.

(3) VADAPALANI

Situated on the western outskirts of the city, Vadapalani is less than a century old temple, nevertheless a major, well-attended center of worship. Though comparatively modern, the structure is faithful to tradition and the four gopurams are of striking grandeur. Adding to the fame of the temple is the 45 cm high, Rs. 16 lakh golden 'ratham' (chariot).

(4) BIG MOSQUE

The impressive mosque on Triplicane High Road, also known as the 'Big Mosque' was built by Muhammad Ali Khan Wallajah, Nawab of Carnatic, in 1795. The magnificent structure stands in sprawling grounds with ample space for thousands to assemble. Two slim, tall minarets, each topped with a golden dome, flank the mosque, which approached by a broad flight of steps spinning almost the full width of its frontage. Adjoining the mosque are the tombs of the former Nawabs of Carnatic and those of famous scholars and theologians, including the saint, Moulanan, Bahrul Uloom.

(5) THOUSAND LIGHTS MOSQUE

Thousand Lights Mosque, this elegant, cream colored Shia Muslim mosque at the corner of Peters Road and Anna Salai is a major landmark in Chennai. Its name, 'Thousand Lights', is derived from the thousand oil lamps that used to be lit at twilight in the old mosque and is now used to describe the whole locality. A member of the Wallajah family constructed the old mosque in the early 17th century. In 1981 it was found to be unsafe and the new five-domed mosque was built.

(6) ST. GEORGE CATHEDRAL

St. George's Cathedral is close to the Anna Fly over (formerly Gemini Circle), lies the peaceful grounds of the classically graceful St. George's cathedral also in these grounds in the office of the Synod of the Church of South India. Built in 1815, the

cathedral has a 31.7 m high spire, which is a replica of that of St. Giles-in-the-Field, London. Paired ionic pillars, in the portico and inside, are recurring features of the cathedral's design. Among St. Georges' most splendid areas are the marble and mosaic memorials.

(7) SANTHOME BASILICA

Santhome Basilica is one of the very few churches in the world built over an apostle's tomb. St. Thomas Didymus (Doubting Thomas), one of the twelve apostles of Christ, came to India in A.D. 52, landed on the west coast and traveled over land to reach Mylapore. Here he lived and preached and, subsequently, the area became known as San Thome, the Town of Thomas. His tomb, under the church of St. Thomas in San Thome, was discovered in 1523 when the Portuguese undertook to rebuild the church. The relics excavated were a few bones, a lance head and an upturned earthen pot containing blood stained earth. The rebuilt church was in turn demolished in 1893 to make way for the present neo-Gothic structure with two spires. In 1956, this cathedral was granted the status of a basilica. The relics of the Apostle are kept in the sacristy and may be viewed on request. Other sights of interest are a modern stained glass representation of the kneeling figure of Doubting Thomas, his hand on the wound of the resurrected Jesus, 13th century wall plaques depicting the Way of the Cross, an image of the Madonna, the oldest of its kind on the Coromandel coast, which has stood by the sepulcher of St. Thomas for over 450 years.

(8) LUZ CHURCH

Just 1.5 km from the Luz Church is a small lovely church viz., Luz Church dating back to 1516, referred to as the 'Kattu Kovil' (jungle church) by the local people. Legend has it that some distressed Portuguese sailors were guided to safety by the sudden appearance of a moving light. They built the Luz Church as an act of thanksgiving, dedicating the church to Our Lady of Light. Another more prosaic version, supported by an inscription in the church, has it that a Franciscan monk built the church in 1516.

(9) LITTLE MOUNT CHURCH

Little Mount Church is located on the south bank of the river Adyar, near the Marmalong Bridge in Saidapet, is a low hillock (24m) with a natural rock cave in which St. Thomas the Apostle is said to have lived for a while. Here he sought refuge from his prosecutors. On the hillock are two churches and a grotto enshrining Our Lady of Lourdes. The older church, with a tiny, vaulted chapel, was built in 1551 by the Portuguese and is dedicated to Our Lady of Health. The newer church, a modern circular structure with a blunt spire, was built in 1971. The cross before which St. Thomas is said to have prayed is carved on the rock wall at the cave entrance. The floor of the cave slopes up towards an altar fashioned by missionaries in the early 18^{th} century. On it is an image of St. Thomas with a scroll.

(10) VELANKANI CHURCH

Consecrated in 1982, Velankani Church in Besant Nagar is dedicated to Our Lady of Velankanni. The Virgin Mary is believed to have appeared at the seaside hamlet of Velankanni (near Nagapattinam in Thanjavur District). She is worshipped as Our Lady of Health who brings about miraculous cures. The Annai Velankanni Church is well attended by those who are unable to travel all the way to Velankanni.

(11) MAHALAKSHMI (ASHTALAKSHMI) TEMPLE

A few kilometres south of the Theosophical Society, on the seashore near Besant Nagar, is this new, extremely popular temple called Mahalakshmi (Ashtalakshmi) Temple. The eight (ashta) manifestations of the goddess Lakshmi are housed in the temple at eight different levels, which are reached by a narrow winding stairway. An invigorating breeze and a spectacular view of the sea from the top, make the climb worthwhile.

(12) MARUNDEESWARAR TEMPLE

Marundeeswarar Temple, this splendid 11^{th} century temple in Tiruvanmiyur, with several features of outstanding workmanship, had its towering gopuram destroyed by a marauding Haider Ali. Valmiki, the author of the epic Ramayana, is said to have worshipped here, and a small, appealing shrine is dedicated to him. Among the many shrines in the temple complex, beautiful Amman shrine, supported by four central

pillars sculpted with horses and Yalis, with magnificent carved ceiling is the precious treasure.

(13) ARMENIAN CHURCH

Armenian Church is built in 1772 (to replace the one demolished in 1712), the Armenian Church of the Holy Virgin Mary stands on an old Armenian burial ground. The ground was the property of Agha Shameer (or Shawmier) who, with his wife Anna and their seven sons, is buried under the Shameer Room. In this room, adjoining the church building, newspaper clippings about the Armenians are displayed. Portraits of prominent Armenians and fine pencil sketches done by the present sexton are hung along the corridors of the church. The well-kept, paved courtyard has a pleasant garden atmosphere. A separate white domed belfry has six church bells, the largest in Chennai.

(14) ST. ANDREW'S KREEK

St. Andrew's Kirk, lying north of Egmore railway station, the Presbyterian Church of St. Andrew's, completed in 1820, is a beautiful example of Georgian architecture. Its exterior is said to resemble London's St.Martin's-in-the-Field church. 16 ornate white Doric columns support the dome over the central circular body of the church. This magnificent dome, ranks among the few of its size in the world to be successfully held up by columns. The inside of the dome is an inspiring sight – a rich deep blue painted with numerous tiny gold starts to resemble a particularly beautiful sky. In the inner circle of the church are rows of original mahogany pews and superb

stained glass panels in the eastern section. The church's pipe organ is one of the oldest and largest of its kind in South India.

(15) ADHIPURISWARAR TEMPLE

Adhipuriswarar Temple is architecturally and sculpturally one of the superb examples of Chola temple art. Built before the eighth century, during the reign of Emperor Rajendra I, this ancient Siva temple had separated pavilions where philosophical discourses and expositions on grammar were held. The temple is associated with the great philosopher-saint gnanasambandar, and the miracle-working ascetic, pattinathar, whose samadhi on the shore is a revered spot to this day. Surrounding the main shrine are exquisite little shrines. The carvings on the Thyagaraja shrine are especially beautiful.

4.2.3 MUSUEM & LIBRARY

(1) PLACES OF INTEREST IN FORT ST. GEORGE

Arms and uniforms, prints and documents, portraits and sculpture, evidences of 300 years of British presence in India. The treasure of Museum are housed in the 18th century building within the Fort St. George, where the State Government's Administrative Sweetmeat and the Assembly are located. These exhibits include a magnificent 4.3 m statue of Lord Cornwallis and portraits of early governors. In the Indo-French gallery, some exquisite table clocks and Louis XIV furniture are found. Of special interest is the display of medieval weapons with instructions on their

handling. The first lighthouse of Chennai (30.5 m above sea level) was situated in this building and was in use until 1841.

(2) THEOSOPHICAL SOCIETY

Theosophical Society which is a spread over 249 acres that are a birdwatcher's and botanist's delight, the international headquarters of the Theosophical Society is situated on the southern bank of the Adyar. Among the 80 buildings on the estate are the Olcott Memorial School, the Society" publishing house and printing center and a child welfare center. There is also a camping site for scouts and guides. Founded in New York in 1875 by Madame Blavatsky and Colonel Olcott, the Society moved its headquarters to Chennai in 1882. A visit to the Theosophical Society is an opportunity to experience a period of spiritual calm. Vehicular traffic is discouraged, and cycling is the best way to get around. Among the places of interest on the estate are the Meditation or Great Hall in the headquarters building, the museum, the Adyar Library and the Research center – a treasure house of 17,300 ancient palm leaf and paper manuscripts. In the estate gardens is a magnificent banyan tree, over 400 years old, spreading its branches over an area of 40,000 sq.ft. The gardens are fascinating with exotic species of trees and shrubs, and several species of birds and other wildlife. There are also a number of shrines of different faiths and a serene Garden of Remembrance to commemorate the founders of the Theosophical society.

(3) BIRLA PLANETORIUM

Birla Planetorium equipped with the latest electronic gadgets this Planetorium is supposed to be the best in the country. This was built in memory of B.M. Birla, a well-known industrialist. Here the Audio visual shows are conducted in English and Tamil.

4.2.4 MEMORIALS

(1) WAR MEMORIAL

War Memorial is found within a km south of the Fort St. George on the road lending to south. In 1932, fourteen years after the First World War, a group called the Victoria Memorial Committee erected a stone obelisk on south Beach Road, just north of the Fort, to commemorate the Allied victory of 1918. A second commemoration was added after World War II. The names of the major battles of the two wars – Pyres, Kilimanjaro, Mesopotamia, and Fanders among others are found ingrand in the stems. The memorial grew further in the seventies with the addition of foursquare pillars around the central obelisk. These honour the Jawans who fought in the post-independence wars; Jammu and Kashmir (1947-48), the war with china (1962), the war with Pakistan (1965) and the Bangladesh War (1971).

(2) GANDHI ILLAM

Gandhi Illam has a photographic exhibition of Mahatma Gandhi's, the father of the nations' eventful life. Interesting exhibits include photocopies of letters written to

him and a model of his ashram. This is the memorial build with an urn of Gandhiji's areas.

4.2.5 CULTURAL CENTRES

(1) NATIONAL ART GALLERY

National Art Gallery has fine collections of old paintings and sculptures, the most outstanding being that of the 10^{th} – 13^{th} century bronzes, now housed in a separate rear building. Other exhibits include Tanjore paintings on glass in luminescent colours, Mughal and Rajput miniatures, 17^{th} century Decant paintings, 11^{th} and 12^{th} century handicrafts, carved ivory pieces and metalwork.

(2) VALLUVARKOTTAM

Valluvarkottam, a beautiful memorial was built in 1976 as a tribute to the literary genius of the Tamil sage and poet, Thiruvalluvar, who lived in Mylapore between the first century B.C. and the first century A.D. His work, the Thirukkural, is regarded as one of the greatest of Tamil classics. A massive arch at the entrance provides a perfectly symmetrical view of the manicured lawn, the decorative entrance to the auditorium and the pale pink dome of the stone chariot. The 'arangamandapam' (auditorium) is the largest in Asia, with a seating capacity of 4,000. It is one of the city's major cultural centers. Along a corridor at the next level, the complete Thirukkural is inscribed on 133 granite slabs mounted on sixty-seven pillars. A 1.5 m high kalankari painted dome crowns the massive 2,700 tonne sculpted granite chariot, a replica of the famous temple chariot of Thiruvarur in Thanjavur district.

(3) KALAKSHETRA

Kalakshetra is the world known center for learning original Indian fine arts and artisan skills. All fines and traditional Music and Dance are taught in this temple of learning for traditional Indian arts. *Weaving Centre*: This is where traditional South Indian saris in silk and cotton are hand-woven by expert weavers. The saris are made-to-order, and watching the rich colours and exquisite designs emerging from the looms may well inspire you to place an order for a sari. *Kalamkari Center*: Here natural vegetable dyes are used for block-printing by hand. Household linen, saris and materials are offered on sale.

4.2.6 PARKS & NATURAL SITES

(1) SNAKE PARK

Snake Park is contained within an area of 1.25 acres of Sardar Patel Road, near the IIT campus, should rightly be called a reptile park as, it houses lizards, crocodiles and tortoises as well as cobras, pythons, banded kraits, Russell's vipers and other kinds of snakes. There are several exotic reptiles from South and Central America. Demonstrations are held every hour on the hour in a pit near the entrance. The trilingual commentary (English, Tamil, Hindi) seeks to destroy myths and taboos and to foster awareness of the ecological worth of reptiles. Venom is extracted at 1700 hours every Saturday and Sunday and is open to public viewing. The first of its kind in the country, the snake park grew from the private collection of the naturalist Romulus Whittaker, who also started the Crocodile Bank.

(2) MARINA BEACH

Marina Beach a 4 km gorgeous sweep of sand from the harbor to San Thome, ranks among the world's longest and broadest beaches, measuring an impressive 1,300 m across near the harbor. When the British built Fort St. George in 1639, the beach was merely a narrow, sandy strip and the sea lapped the walls of the Fort at high tide. Construction of an artificial harbour in 1876 resulted in the accumulation of sand on the Marina at the astonishing rate of 17 m per year for the first 45 years. When the width of the beach touched the 1,300 m mark, the Port Trust built a sand screen to arrest further accretion and stabilized the position.

(3) ADYAR CREEK

Adyar Creek is situated in the mouth of the river and meets the sea of Bay of Bengal. This was created by naturally with the river sand deposition due to the more vegetation also occurs. Due to this reason some migrated birds are landing for some short duration. This place also considered as a tourist spot.

As most of the historical events, took place along the coastline and near the river mouths, the tourist spots are found by and large along the narrow coastal region. Among the various groups of tourist sites, cluster historical places and monuments are found located in those places one around the Fort ST. George, Near the University of Madras and third in around Adyar. Religious places, especially, temples are found along the rivers or along the streams. The city's major beauty is the long beach.

4.3 DISTRIBUTION AND CONCENTRATION OF TOURIST SPOTS IN CHENNAI CITY

For the present study the tourist spot in Chennai city have been categorized into 6 groups (STATE PLANNING COMMISSION, 1972-84). They are 1. Natural scenery spots, 2. Recreational spots, 3. Historical spots, 4. Monument spots, 5.Religious spots and 6. Others (Table No. 4.1). Each category carries number of tourist spots in Chennai City. Out of 53 tourist spots religious tourist spots (20 spots) are predominantly seen. The next category is Historical spots, which are 15.

Table No. 4.1

Six Categories of Tourist Spots in Chennai City

SL. NO.	NATURAL TOURIST SPOTS	RECREATIONAL TOURIST SPOTS	HISTORICAL TOURIST SPOTS	RELIGIOUS TOURIST SPOTS	MONUMENT TOURIST SPOTS	OTHERS
1	Banyan Tree	Anna Tower	Fort Museum	Kachaleeswarar Temple	High Court	Birla Planitorium
2	Marina Beach	Fair land	Clives Corner	Kandaswamy Temple	Valluvarkottam	Kalashetra
3		Aquarium	War Memorial	Periamet Mosque	Central Station	Intergral Coast Factory
4		Cinema Studio	Gandhi Illam	St. Mary's Church	Ripon Building	
5		Snake Park	Govt. Museum	Parthasarathy Temple	Chepauk Palace	
6		Guindy Children's Park	National Art Gallery	Big Mosque	University and Presidency College buildings	
7			Anna Memorial	Thousand Light Mosque		
8			St. George Cathedral	Shanthinath Jain Mandir		
9			Light House	Vadapalani Temple		
10			Santhome Basilica	Kapaleeswarar Temple		

Table No. 4.1 (Cont.)

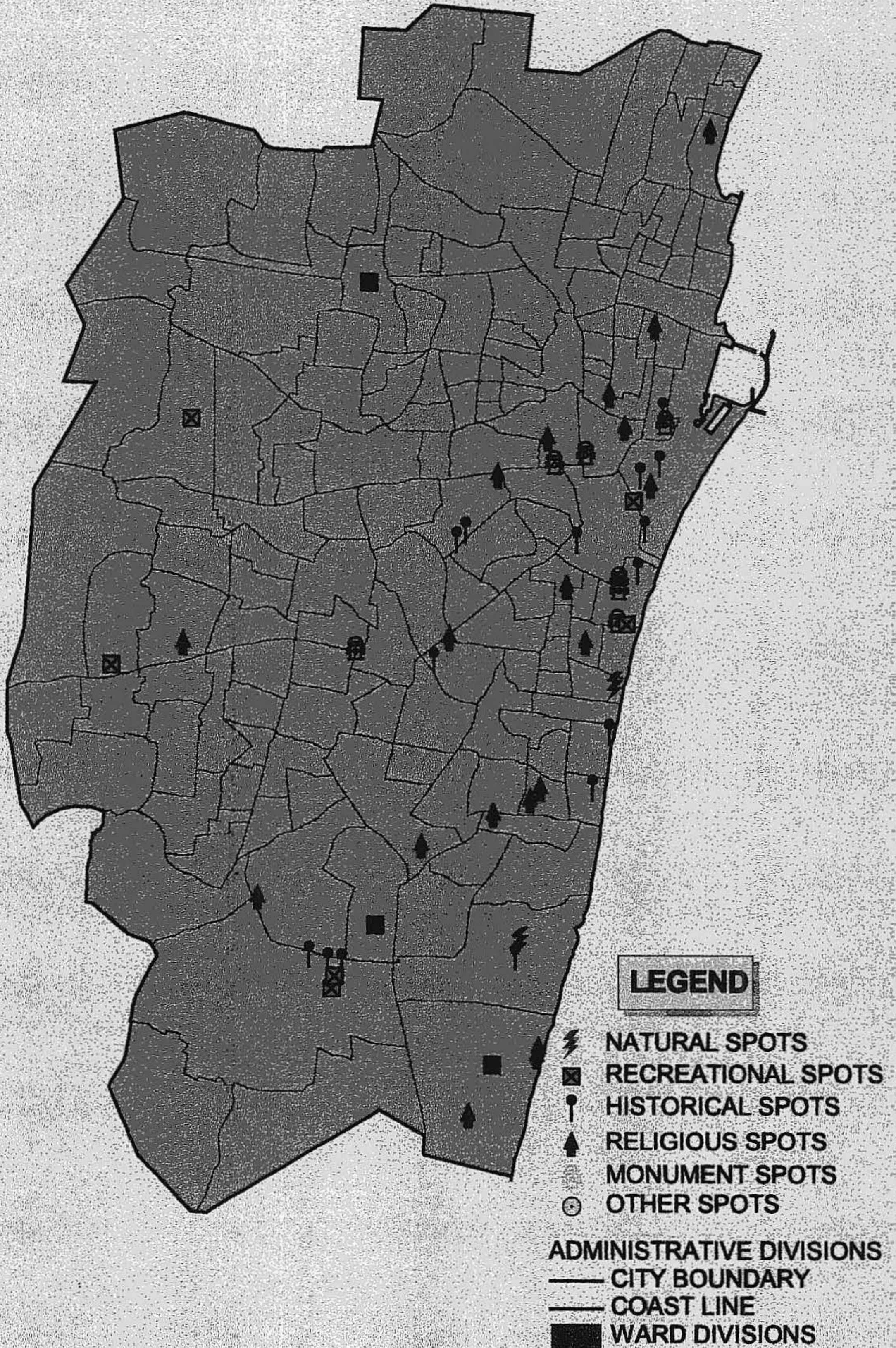
11			Kamaraj Memorial	Sri Ramakrishna Matt.		
12			Gandhiji Memorial	Saibaba Temple		
13			Rajaji Memorial	Saibaba Matt.		
14			Armenian Church	Little Mount		
15			Theosophical Society	Velankanni Church		
16				Mahalakshmi Temple		
17				Marundeeswarar Temple		
18				St. Andrew's Kirk		
19				Adhispuriswarar Temple		

According to the above six categories the tourist spots had been plotted in Chennai city with 6 different symbols (Map. No. 4.2).

4.4 TOURIST SPOTS AND LOCAL TOURISM

No doubt, there are a variety of tourism spots in Chennai City. The spots attract people from all over the state, other states and as well as tourists from other countries. Even though monuments and historical places are prime – valuable center of tourism, local tourists are attracted by mostly places of recreational places closer to open spaces.

Temple as part of Indian culture is usual place of visit by the local population. It is difficult to state that the temple visit is simply for worship; often it is the meeting place to exchange views and relationships; it is the place for an entering from weekly


CHENNAI CITY
CATEGORY OF TOURIST SPOTS
LEGEND
NATURAL SPOTS
RECREATIONAL SPOTS
HISTORICAL SPOTS
RELIGIOUS SPOTS
MONUMENT SPOTS
OTHER SPOTS
ADMINISTRATIVE DIVISIONS
CITY BOUNDARY
COAST LINE
WARD DIVISIONS
Map No. 4.2

ordinals of work; a visit for thanks going to the God for the goods mentioned on the people; or it is place for seeking solace from the sorrows and place for seeking pardon from wrong doings.

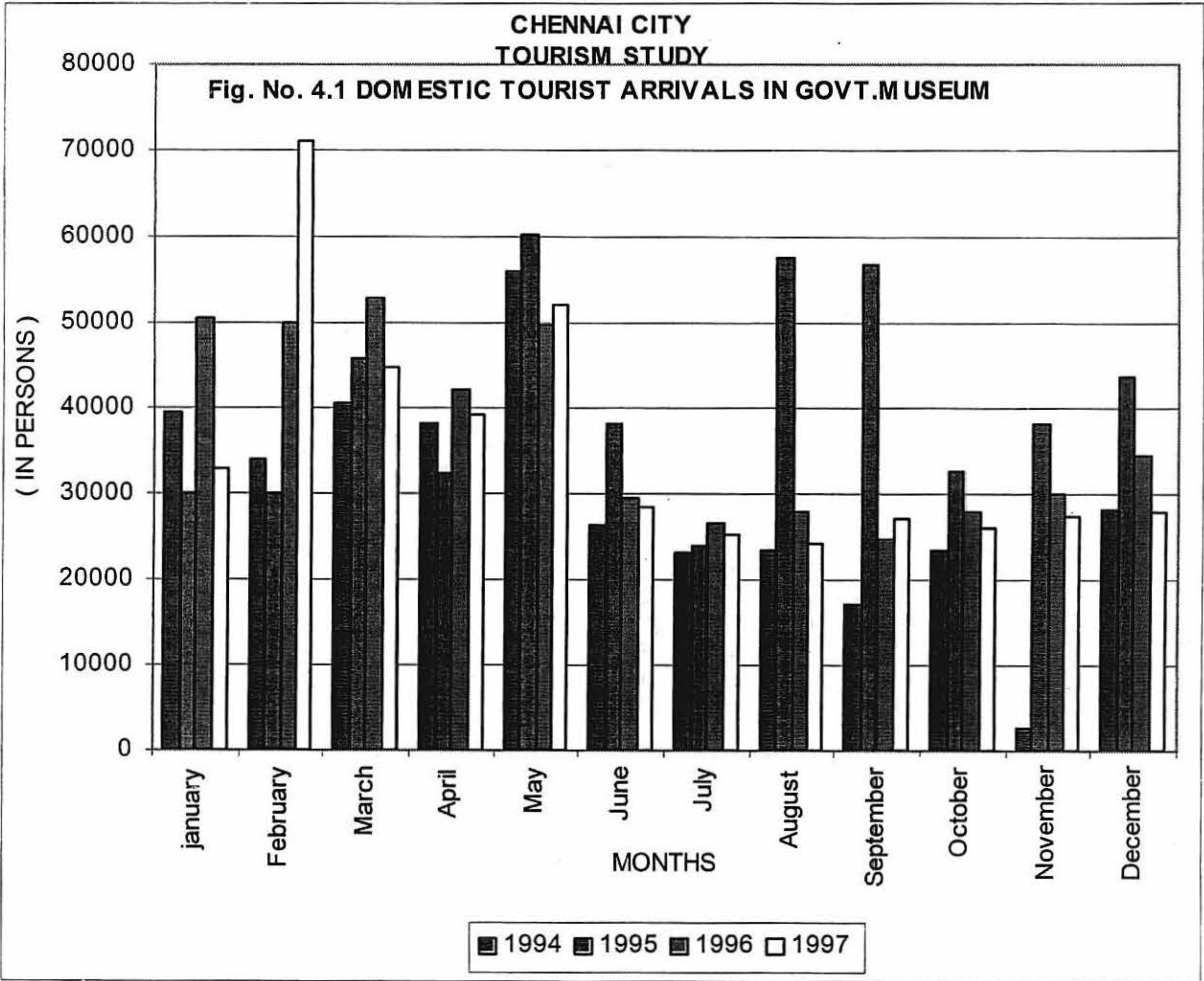
Parks, Aquarium, Museum and planitorium and such other places are for the excitement they derive; local tourists do visit these places when there are children in their company. Based on their discussion it is decided to under take a survey on the seasonal arrival of tourists (the local tourists) in certain selected sample based surveys. The following tourist locations are analysed based on a sample (schedule) survey. The survey results are summarized as,

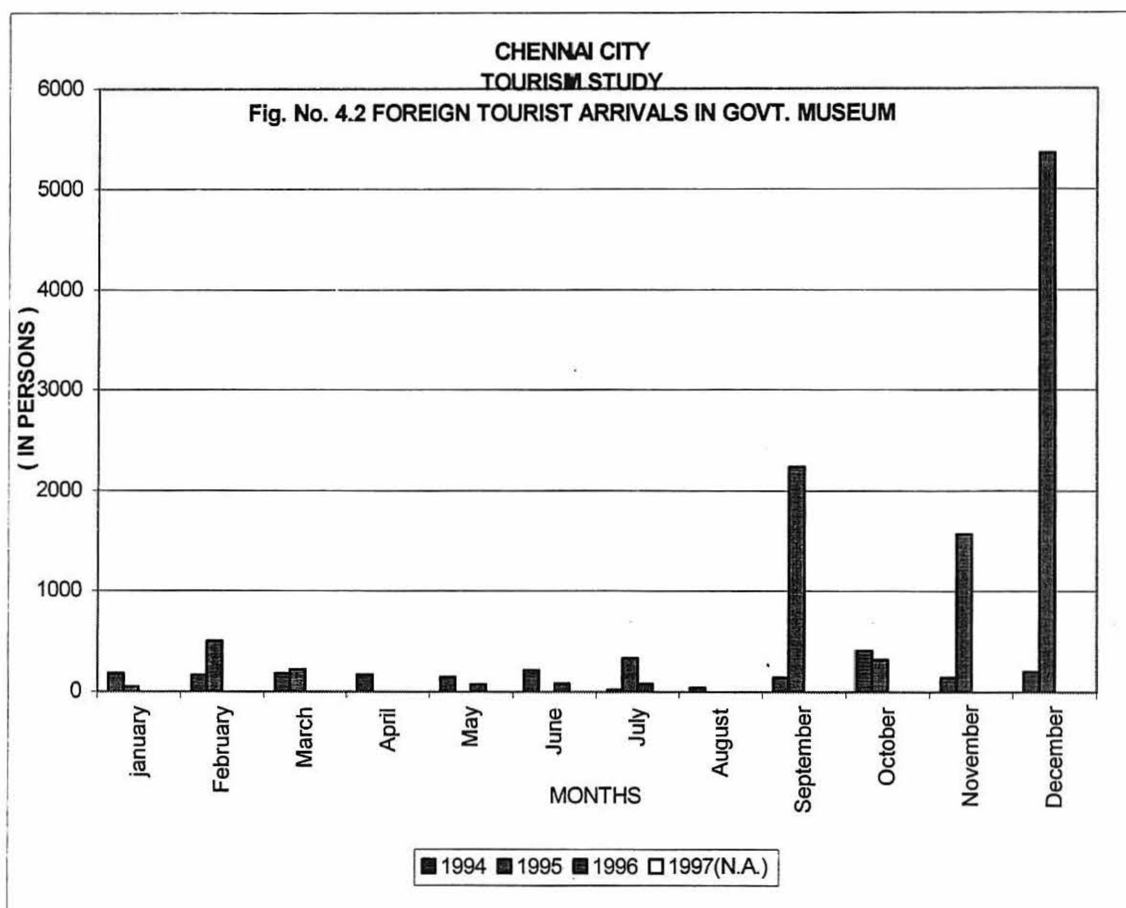
4.4.1 MUSEUM VISIT (*Historical tourist spots*):

Data for 1994-97 have been collected to analyse the seasonality of both domestic and foreign tourists.

The seasonal arrival patterns of domestic and foreign tourists are explained with the help of bar diagrams (Fig. No. 4.1). It may be noticed that irrespective of the years, the month of May is the average maximum arrival of domestic tourists. July to October is the months of minimum number of arrivals. It is under take that the maximum is associated with school / college holidays and minimum is associated with beginning of the school season. November, December and January are the festival seasons in Tamil Nadu. From middle of November to third week of January, the festivals are Ramzan, lighting the (Karthikai), Sivarathiri (fasting for Lord Siva), Christmas, New Year, Vaikunda Yekathesi (fasting for lord Vishnu) and Pongal (the harvest festival). People

in groups undertake visits to places of their 'outing' along with places of religious and community visits. The foreign tourists make the visits during the cooler months' of December – February.

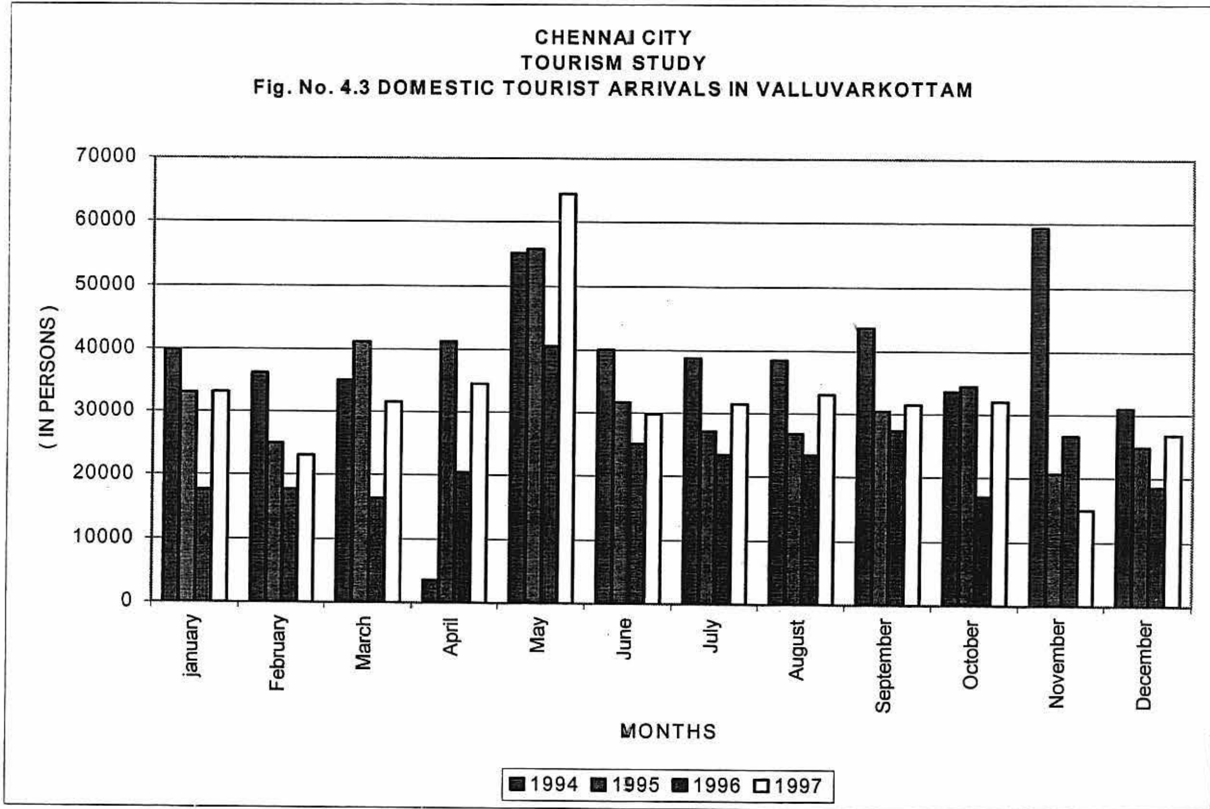


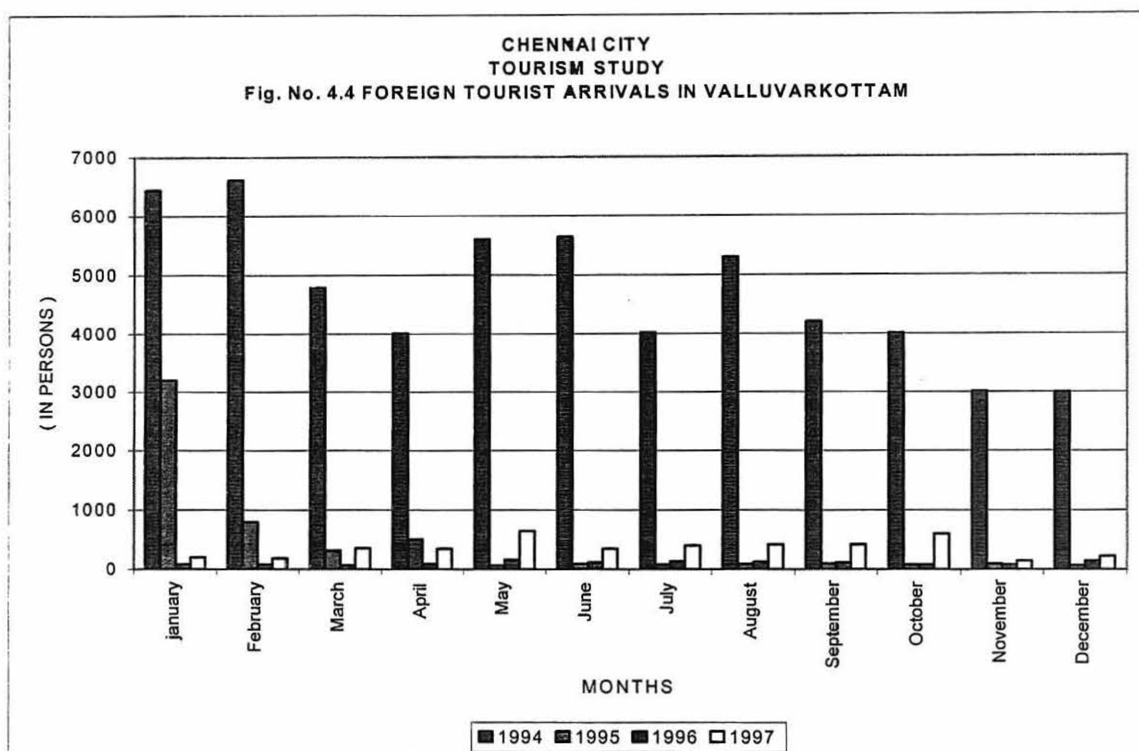


4.4.2 VISIT VALLUVARKOTTAM (*Monument tourist spot*):

The seasonal arrival patterns of domestic and foreign tourists are explained with the help of bar diagrams (Fig. No. 4.3 & 4.4). It may be noticed that irrespective of the years. The month of May is the average maximum arrival of domestic tourists. November to Februrary is the months for minimum number of arrivals. It is under take that the maximum is associated with school / college holidays and minimum is associated with beginning time of examination for the school children. November, December, January and February are the festival seasons in Tamil Nadu. From middle of November to third week of January, the festivals are Ramzan, lighting the

(Karthikai), Sivarathiri (fasting for Lord Siva), Christmas, New Year, Vaikunda Yekathesi (fasting for lord Vishnu) and Pongal (the harvest festival). People in groups undertake visits to places of their 'outing' along with places of religious and community visits. The foreign tourists make the visits during the summer months' of April – August.

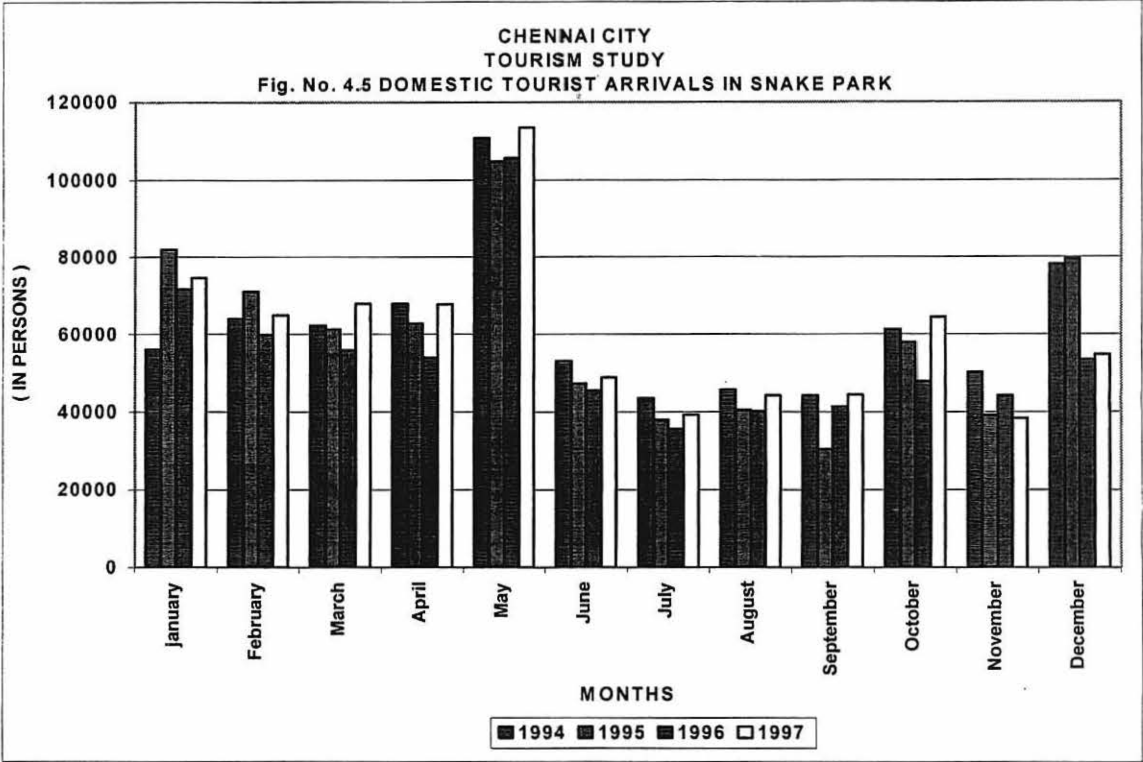


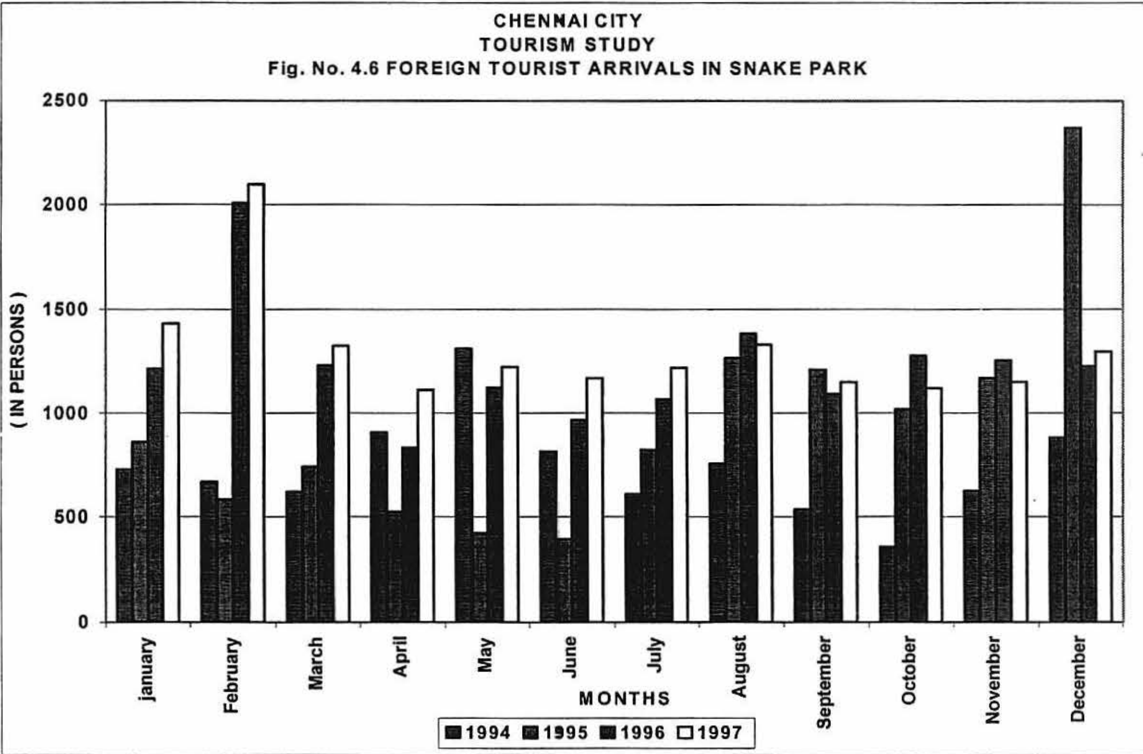


4.4.3 SNAKE PARK (Recreational spot):

The seasonal arrival patterns of domestic and foreign tourists are explained with the help of bar diagrams (Fig. No. 4.5 & 4.6). It may be noticed that irrespective of the years, the month of May is the average maximum arrival of domestic tourists. July to September is the months of minimum number of arrivals. It is under take that the maximum is associated with school / college holidays and minimum is associated with beginning of examination for the school children. November, December, January and February are the festival seasons in Tamil Nadu. From middle of November to third week of January, the festivals are Ramzan, lighting the (Karthikai), Sivarathiri (fasting for Lord Siva), Christmas, New Year, Vaikunda Yekathesi (fasting for lord Vishnu) and Pongal (the harvest festival). People in groups undertake visits to places of their

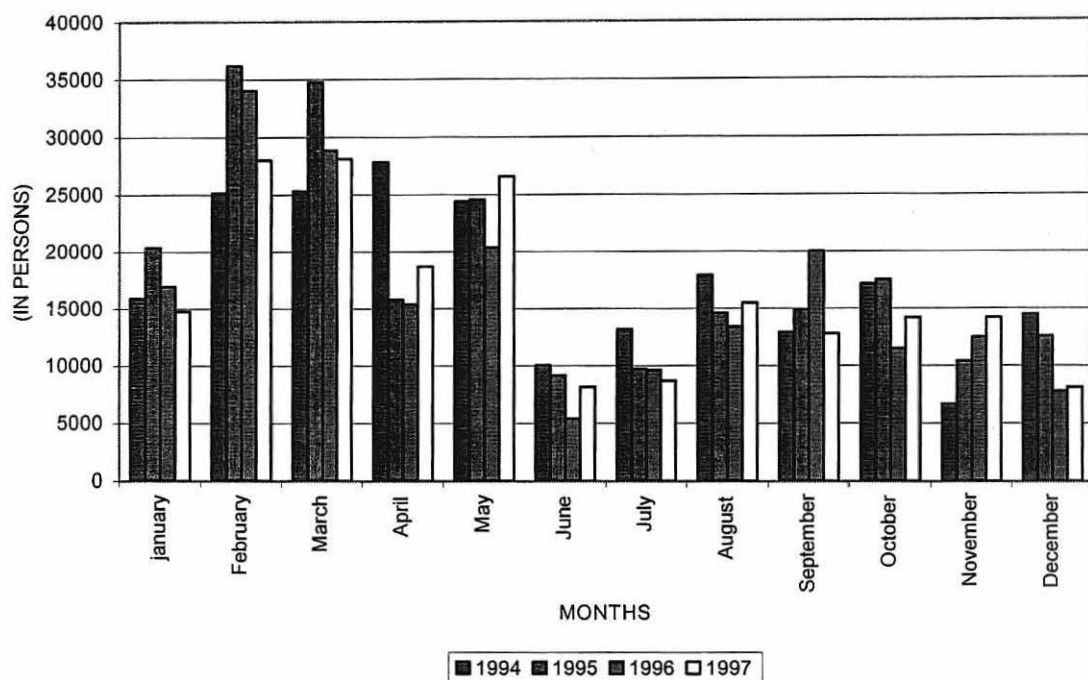
'outing' along with places of religious and community visits. The foreign tourists make the visits during the summer months' of December – February.

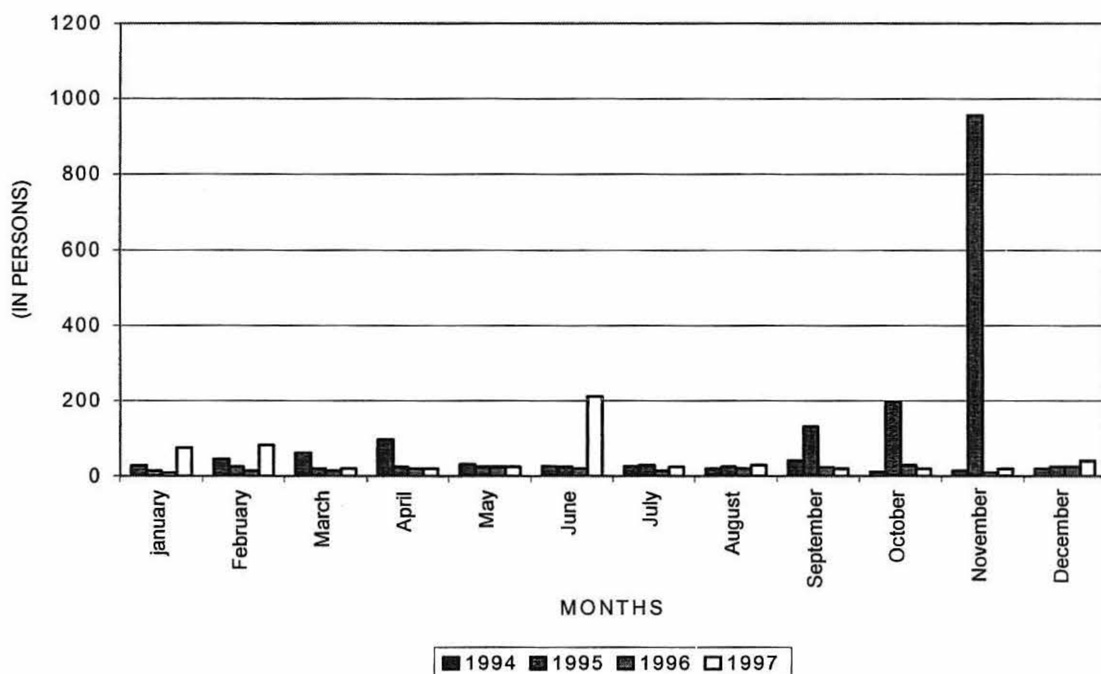




4.4.4 BIRLA PLANITORIUM

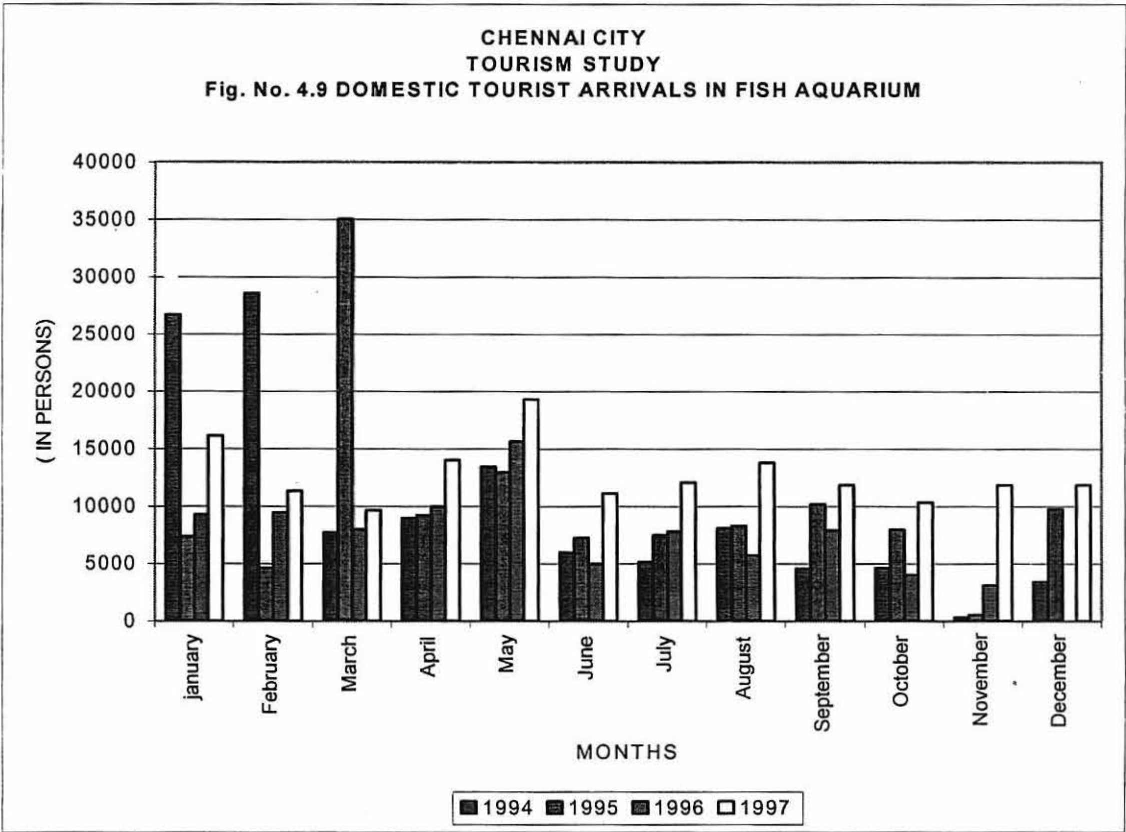
The seasonal arrival patterns of domestic and foreign tourists are explained with the help of bar diagrams (Fig. No. 4.7 & 4.8). It may be noticed that irrespective of the years, the month of February to April is the average maximum arrival of domestic tourists. June to December is the months of minimum number of arrivals. It is under take that the maximum is associated with the reason of Educational tour arranged for the students and minimum is associated with the reason of end of the school vocation time for the students. November, December, January and February are the festival seasons in Tamil Nadu. From middle of November to third week of January, the festivals are Ramzan, lighting the (Karthikai), Sivarathiri (fasting for Lord Siva), Christmas, New Year, Vaikunda Yekathesi (fasting for lord Vishnu) and Pongal (the harvest festival). People in groups undertake visits to places of their 'outing' along with places of religious and community visits. The foreign tourists make the visits during the cooler month of November, may be the reason of winter cum vocation time for them and during the months of January to October observed the minimum arrivals of foreign tourist may the reason of lack of technological development compare to their technology or may the reason of lack of information spread over regarding.

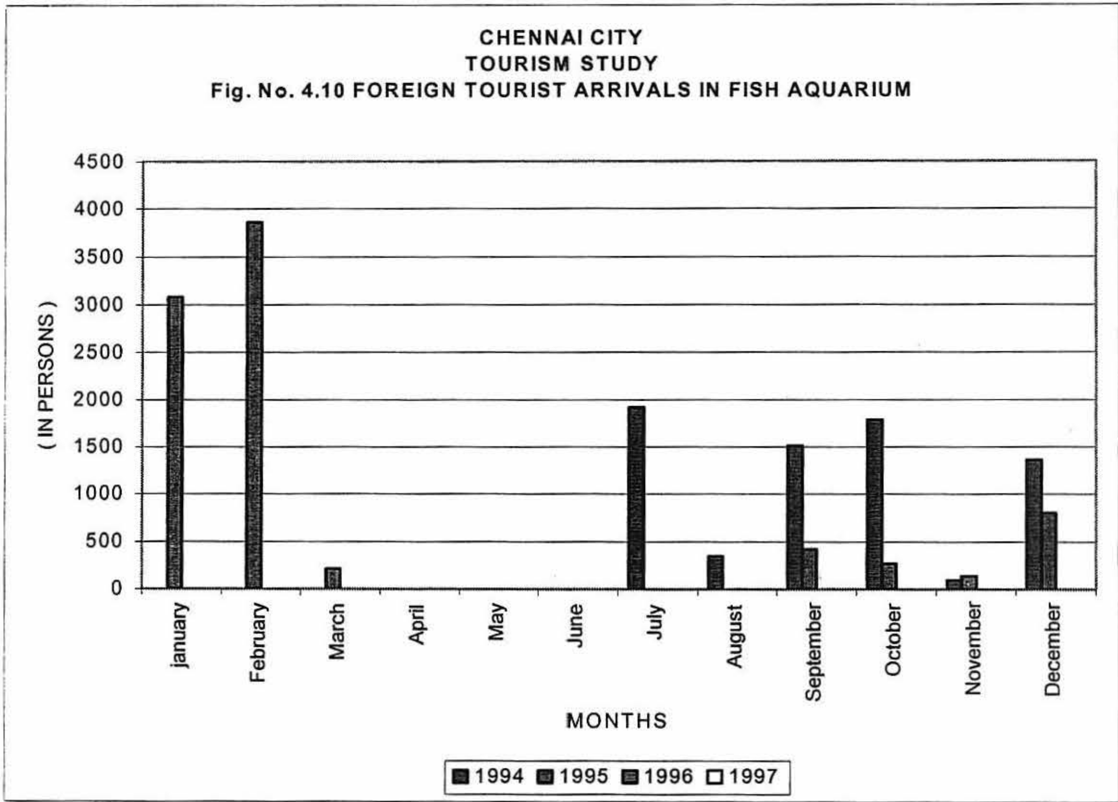

CHENNAI CITY
TOURISM STUDY
Fig. No. 4.7 DOMESTIC TOURIST ARRIVALS IN BIRLA PLANITOURIUM
40000
35000
30000
25000
20000
15000
10000
5000
0
(IN PERSONS)
january
February
March
April
May
June
July
August
September
October
November
December
MONTHS
1994 1995 1996 1997


CHENNAI CITY
TOURISM STUDY
Fig. No. 4.8 FOREIGN TOURIST ARRIVALS IN BIRLA PLANITOURIUM
1200
1000
800
600
400
200
0
(IN PERSONS)
january
February
March
April
May
June
July
August
September
October
November
December
MONTHS
1994 1995 1996 1997

4.4.5 AQUARIUM

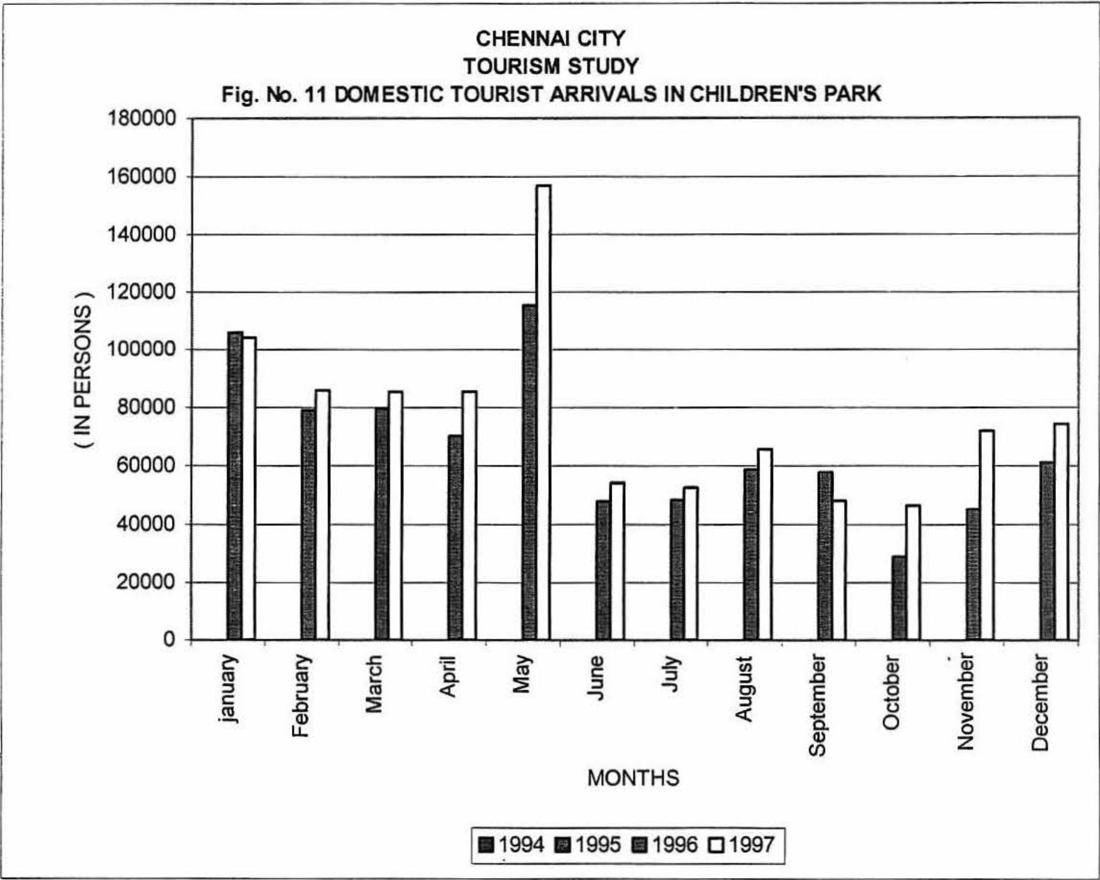
The seasonal arrival patterns of domestic and foreign tourists are explained with the help of bar diagrams (Fig. No. 4.9 & 4.10). It may be noticed that tourist arrivals almost all over the year equally spread, may be the reason of transportation availability, summer vocations, education tour also possible, may be the another reason of more attraction. The foreign tourists make the visits during the cooler month of February, may be the reason of winter cum vocation time for them and when the time of New year and Christmas vocation and during the months of April to June and August observed the minimum arrivals may be the reason of summer time for them where their home (place) have the pleasant climate to spend the summer time for them in leisure time.





4.4.6 CHILDREN'S PARK (Recreation tourist spot):

The seasonal arrival patterns of domestic and foreign tourists are explained with the help of bar diagrams (Fig. No. 4.11). It may be noticed that irrespective of the whole years, is the average arrival of domestic tourists. June to December are the months of minimum number of arrivals. It is under take that the tourists' arrival are associated with the reason of play equipments available for the children at the spot which makes to entertain the children. So they try to come often to the same spot and also may the reason of transportation availability plus summer vocations, education tour may be possible.



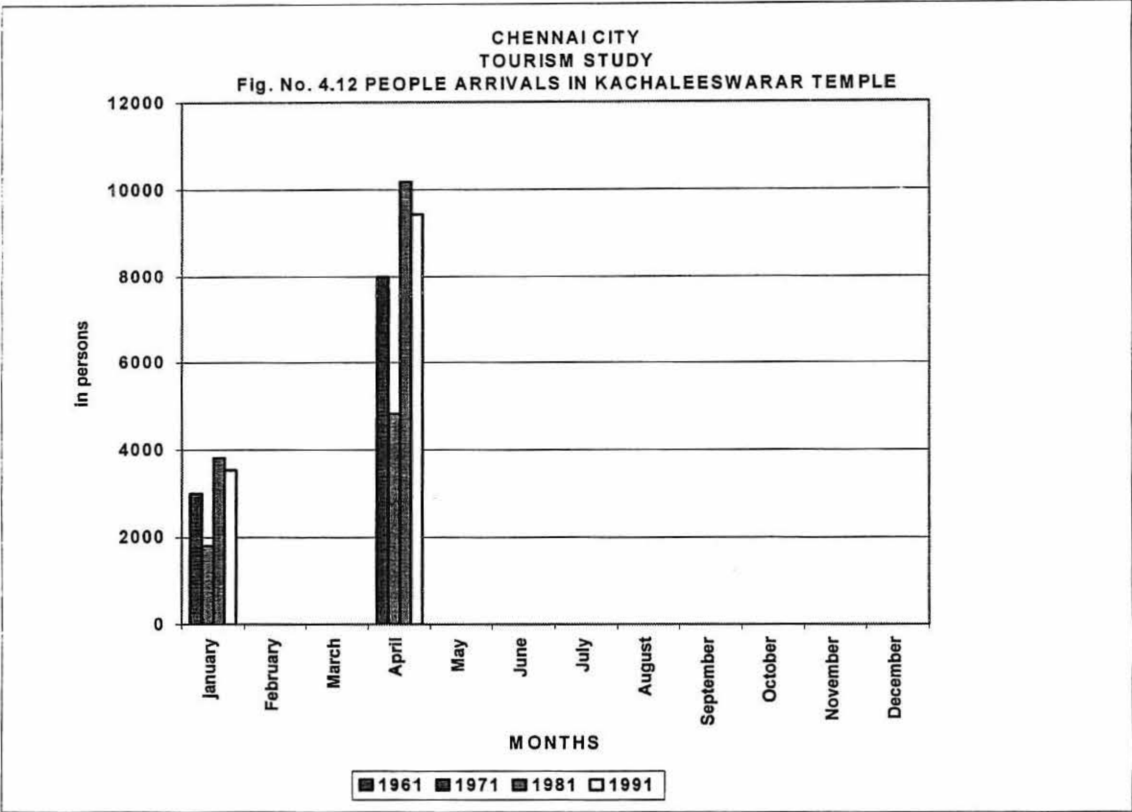
4.4.7 (A) KACHALEESWARAR TEMPLE (Religious tourist spot):

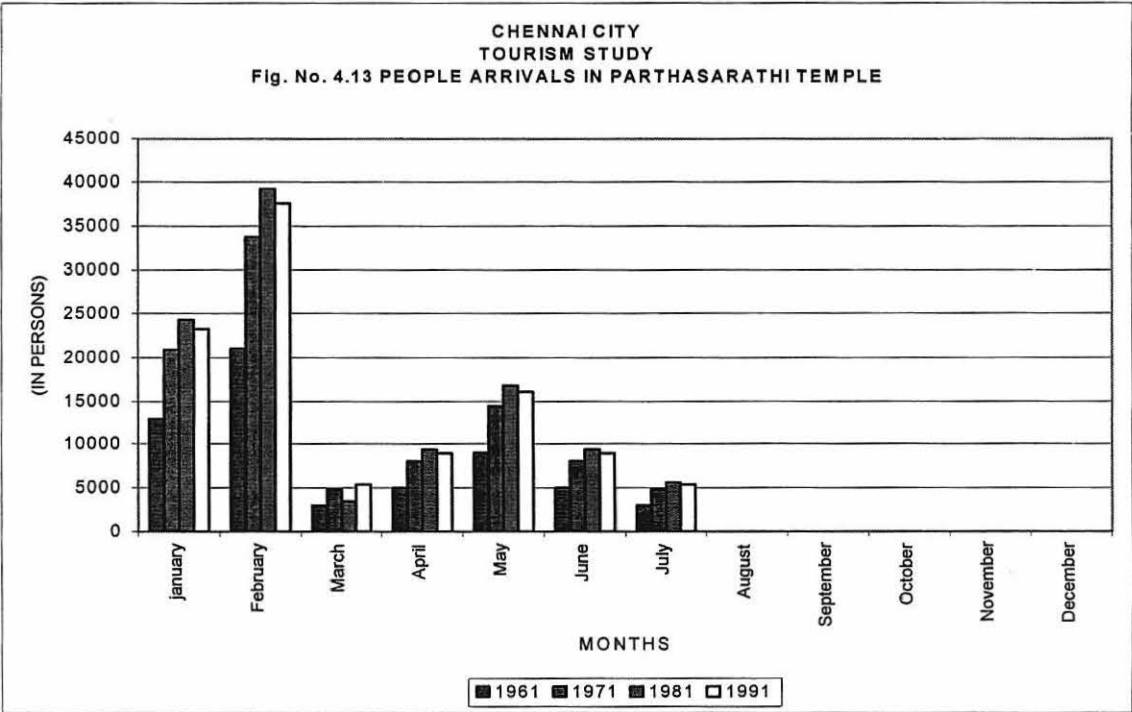
The seasonal arrival pattern of people is explained with the help of bar diagram (Fig. No. 4.12). It may be noticed that the irrespective of the years, the month of April is the average maximum arrival of domestic tourist. January is the month of minimum number of arrivals.

(B) PARTHASARATHY TEMPLE (*Religious tourist spot*):

The seasonal arrival pattern of people is explained with the help of bar diagram (Fig. No. 4.13). It may be noticed that the irrespective of the years, the month of

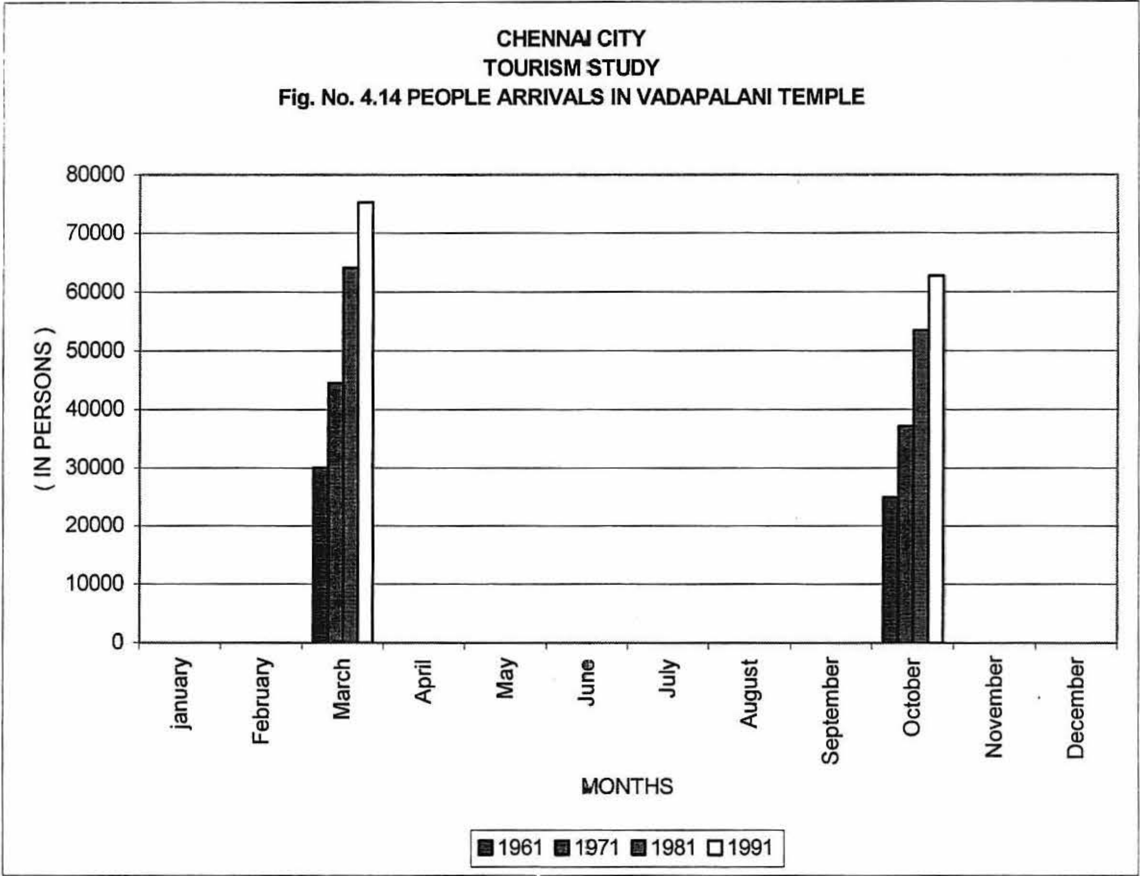
February is the average maximum arrival of domestic tourist. March is the month of minimum number of arrivals.





(C)VADAPALANI TEMPLE (*Religious tourist spot*):

The seasonal arrival pattern of people is explained with the help of bar diagram (Fig. No. 4.14). It may be noticed that the irrespective of the years, the month of March is the average maximum arrival of domestic tourist. October is the month of minimum number of arrivals.



4.5 SUMMARY

Chapter 4 mainly classifies the different categories of tourist spots in Chennai city and its significance. Tourist spots have been classified as historical, religious, cultural, museums and natural places. The distribution and concentration of tourist spots in Chennai city has also been the focus. In concludes with a quantitative approach to the pattern of tourist flow in the local tourist centres.

CHAPTER V

CHAPTER 5

5.6 SHOPPING CENTRES

5.6.1 INTRODUCTION: CONCEPTUAL FRAMEWORK

5.6.2 SOME SELECTED STUDIES

5.7 SHOPPING CENTRES IN CHENNAI CITY

5.7.1 TYPES AND MERCHANDIZE

5.7.2 SHOPPING AREAS

5.7.3 LOCATION AND DISTRIBUTION OF SHOPPING CENTRES

5.7.4 IMPACT OF SHOPPING CENTRE

5.8 SUMMARY

CHAPTER 5

5 CHENNAI CITY: TOURISM INFRASTRUCTURE

5.1 INTRODUCTION

System of Services and utilities constitute the backbone of the tourism trade, which are basic necessities for the successful operation of tourism industry. The inventory of the existing infrastructure and its impacts has become a key economic factor future implementation of additional utilities. To attract tourists it is imperative to provide them with a satisfying experience for a long-term. Thus profitable business promotion is necessary for maintaining steady stream of tourists and substantial income from tourism trade. Construction of suitable accommodation including inexpensive lodges, restaurants, eat-outs, and shopping centers at the resorts (destinations) is the very basic issues of tourism to promotion. In addition there must be a sufficiency of roads, railway connections, airport facilities well-maintained harbors, tour operators, travel agencies, and well-organized tourism information. These needs are not attended aptly, then customer dissatisfaction may be high as a result of in-adequacy of the infrastructures. If the local transport is inadequate and results in long, and tiresome journeys with delays and bottlenecks between say, the airport and the hotels, all travelers will be inconvenienced. Tourists may then avoid return visits. Worse still, the stories they tell their friends, embellished in the retelling and by time, may deter other potential visitors. This will inhibit the development of the tourism. In an ideal situation the infrastructure should be created in advance and the timing has to be carefully planned. However the infrastructure usually covers a substantial land area, takes considerable time to create and involves substantial capital investment both by the Central and Local governments.

It is evident that earnings from tourism occupy an important place in the national income of a country. Without taking into account receipts from domestic tourism, international tourism receipts alone contribute to a great deal. The flow of money generated by tourist spending gets multiplied as it passes through various sections of the economy. In addition important source of income, tourism provides a number of other economic benefits, which vary in importance from one country to another and also depending upon the nature and scale of tourism. Domestic tourist's businessman and local residents use tourist facilities such as hotels, restaurants, museums, clubs, sports complexes, public transport, and national parks also. But the significant portion of the cost is borne by international tourists. Also Tax revenue contributes both directly through sales tax and indirectly through property and income taxes. Tourism provides diversified employment brings new and existing infrastructure improvements and therefore contributes to regional development.

Infrastructure does not exist in isolation. It consists of certain components, four of which may be considered as basic. These four basic components of infrastructure are: (I) Accommodation, (II) Restaurants, (III) Eat outs, (IV) Shopping centers. These elements are the income separating the employment centers in urban areas and these components emerge as central facilities in servicing tourist needs. There exists a complexity of issues relating to type of infrastructures the tourists' use and the classes of tourists. Western tourists may prefer to medium expensive to very expensive accommodation, yet dine at simple local restaurants and shop at ethnic places. The motivation for the complexity of decisions is fairly limitless in dimensions

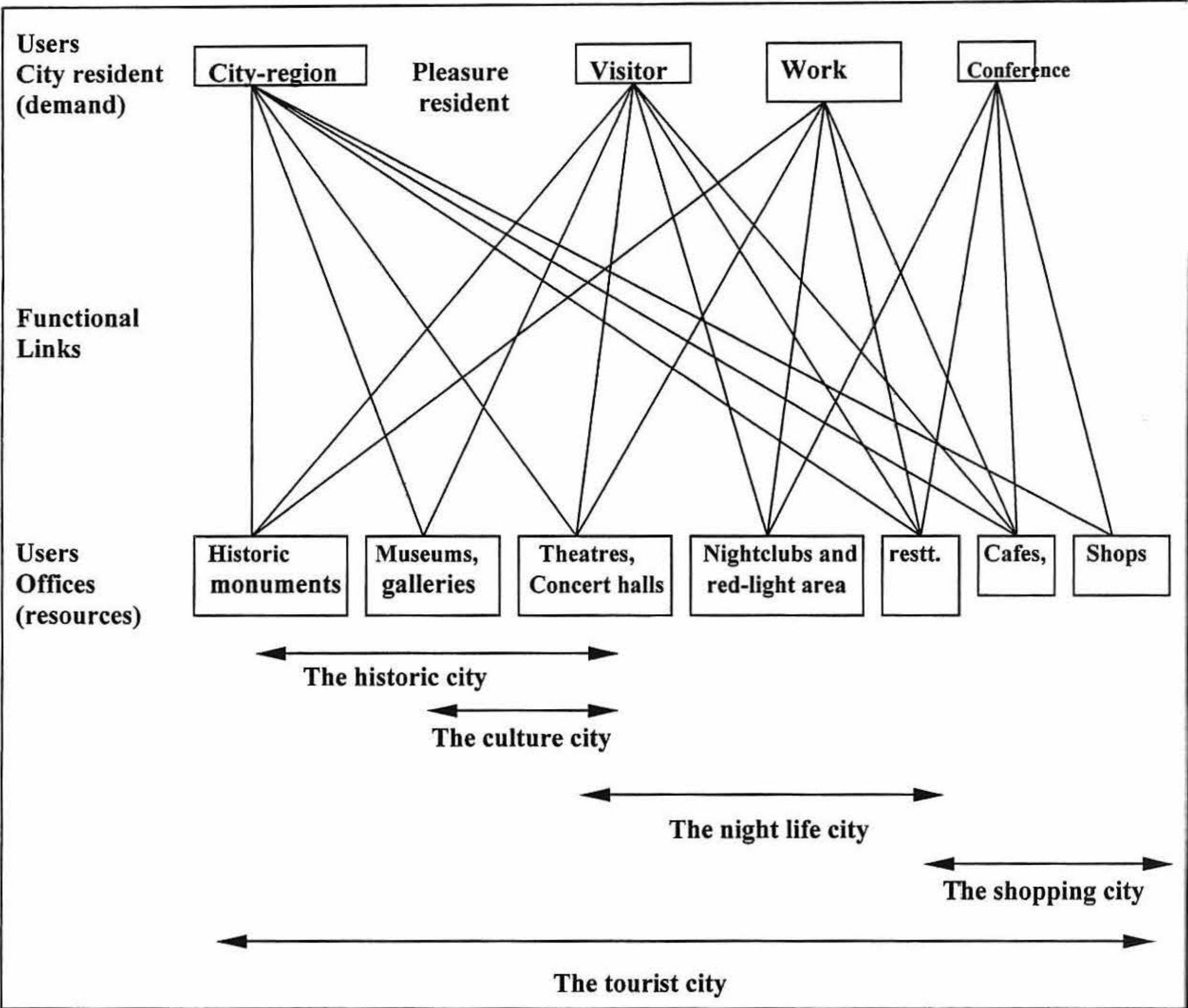
In other words, different visitors to cities have a wide range of motivating factors shaping their visit, which emphasizes the significance of motivation research to understand the different groups of users. Burtenshaw et al. (1991) identify the demand from users including:

- City residents
- City-region residents
- Visitors seeking pleasure from their visit
- Conference visitors
- People working within the city

And the resources which the users use including:

- Historic monuments, Museums and galleries
- Theatres and concert halls, Nigh clubs and the red-light area
- Cafes and restaurants, Shops and,
- Offices in which the workers undertake their employment.

Fig. No. 5.1



Functional areas in the tourist city (after Burtenshaw et al. 1991, reproduced with permission from David Fulton Publishers)

Jansen-Verbeke (1986) rightly acknowledges, urban tourists are only one set of visitors using the city because day visitors and residents also have distinct uses for the city. A notable study by Burtenshaw et al. (1991) confirms these findings and identifies functional areas within the tourist city, which expresses the relationship between the supply and demand for urban services (Fig. No. 5.1).

5.2 INFRASTRUCTURE CONCEPTUAL UNDERSTANDING

5.2.1 ACCOMMODATION

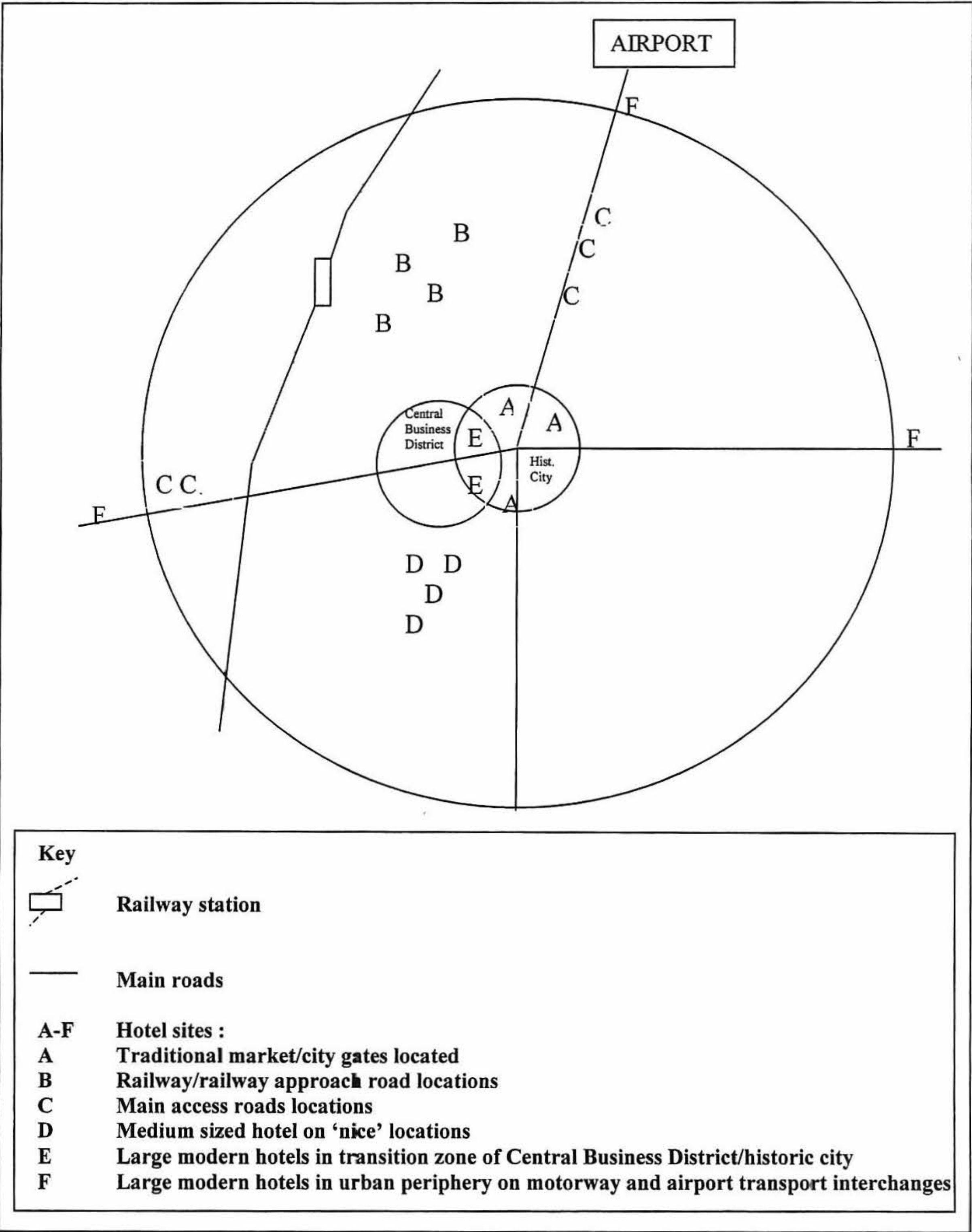
The demand for accommodation of tourists thus has been met by a variety of facilities ranging from inns, taverns, private houses and hotels. The main changes in the demand for tourist accommodation have come about from changes in tourist transportation and in the popularity of different forms of holidays. After the introduction of the motorcar and the aircraft, a large number of hotels sprang up at various tourist areas and destinations. The growth of hotels continued until the 1950s. Hotels as a unit of accommodation dominated the scene all over the world.

Although the earliest hotels date to the eighteenth century, their growth on any scale occurred only in the following century when the railway created sufficiently large markets to help make large hotels possible. During this period a large number of hotels grew up at important destinations. The hotels were developed along the main railways and highway routes in major towns. Substantial development of the hotels thus awaited the volume and the type of traffic only the railways could bring. With the development of railway system in many other countries within and outside Europe, the number of hotels also increased. These hotels catered to the increasing volume of traffic. Hotels provide accommodation, meals and refreshments for irregular periods of time for those who may reserve their accommodation either in advance or on the premises. In broad terms hotels provide facilities to meet the needs of the modern traveler. Hotel operators presented a definition of the hotel as a business entity worthy of study during the consideration of the hotel business to authorities of the National Recovery

Administration, in Washington in 1933. Eloborate discretions have been provided by A.K. Bhatia (1995).

Tourist accommodation performs an important function in cities. i.e. while the tourists are spending the contribution add to the local economy. Accommodation forms a base for the tourists' exploration of the urban (and non-urban) environment. The figure no. 5.2 (Ashworth, 1989) highlights the importance of infrastructure and accessibility when hotels are built to serve specific markets. The accommodation sector within cities can be divided into serviced and non-serviced sectors. Each sector has developed a response to the needs of different markets, and a wide variety of organizational structures have emerged. As Pearce (1989) notes, many large chains and corporations now dominate the accommodation sector, using vertical and horizontal forms of integration to develop a greater degree of control over their business activities.

Fig. No. 5.2



Model of urban hotel location in West European cities (after Ashworth 1989)

5.2.2 SOME STUDIES ON ACCOMMODATION

Mak, J., and Edward, N. (1979), examined both the impact of a hotel room tax on visitor behavior and the potential revenue, which could be generated from such a tax. Fujii, Edwin, Kahaled, M., and James, M. (1985), examined the incidence and exportability of an advolrem hotel room occupancy tax for Hawaii vis-avis alternative tourist taxes. The study employs a system approach and time series data and results indicate that a hotel room tax is readily, though not fully, shifted/exported. Their results also suggested that taxes imposed on tourist spending have a large negative output effect on the visitor industry.

Bonham, Carl, Edwin, F. I., and James, M. (1991), explained the impact of the hotel room tax, an interrupted time series approach. They found that the tax had a negligible effect on real hotel revenues. Suzanne, K. M. (1992), examined the influence of work experience, personal attitudes, and employment law knowledge on perceptions of reasonable accommodation. Findings indicate that attitude towards individuals with disabilities are most highly associated with perceptions of the essentialness of different categories of reasonable accommodation.

Bird, R. M. (1992) argued that in principle there is a strong economic case in many, but not all, countries for taxing tourism more than at present, but that the nature of the industry and administrative difficulties severely limit what can be done in practice. Hiemstra, Stephen J. and Joseph A. Ismail (1992) summarizes the study of the impacts of room taxes on the lodging industry by (1) reporting the findings of phase II of an overall study assessing the negative impacts on number of rooms rented of room

taxes levied on the lodging industry, and (2) applying the price elasticity of market demand found in step 1 to the average amounts of room taxes paid, as measured in phase I of the overall study.

Hiemstra, S. J. , and Joseph, A. I. (1993), addressed the question of tax incidence or the ultimate sharing of the burden of room taxes assessed on the lodging industry between guests and lodging industry. This study presents a new analysis of elasticity of supply of lodging services. Crotts, J. C., and Gary, A . Mc. (1994) examined compliance with collecting and reporting local option lodging taxes. Wicks, Bruce, Uysal, M. , and Kim, S. , (1994), examined the hypothesis that raising lodging prices would ameliorate use / preservation conflict by controlling demand for visitation and generating a fund for preservation. It was suggested that the policy of raising lodging prices is most likely to the effective in the most famous national parks because of their remoteness and uniqueness.

Braunlich, C. G. , and Nadkarni, N. (1995) investigated the frequency of trip types of VFR, pleasure, and business travel to the East North Central census region of the U.S.A. during 1991. Bonham, C. , and Gangnes, B. (1996), analyze the effect on hotel revenues of the Hawaii room tax using time series intervention analysis. Thus estimated the affect on Hawaii hotel room tax introduced in January 1987. They found no evidence of statistically significant tax impacts. Heung,V.C.S., and Leung,T.K.P., (1998) examined cooperative approach to Marketing and implications for Hotel and Tourism industry in Indo-china. They suggested that the consortium concept as an approach to tourism marketing and promotion for Indo-china could alleviate these problems and cultivate a healthy tourism industry in the region.

Mak, J. (1998), used Tax incidence analysis to illustrate the extent to which hotel operators can pass on the tax, and evidence is presented that tourists are more price-sensitive than previously believed. The suggestion is made that ear marking the tax funds to develop the tourist industry may help overcome negative effects. You, Y. J. (1998) investigated the psychological turnover theory, which is developed based on the Mobley's model, and compares the hotel employees of two culturally different countries. Nelson, S. P. , and Objectivo, F. – IMES (1998) evaluated the inter-relations between a riverine community and local jungle lodges used for eco-tourism in the Brazilian Amazon.

Hilton, C. C. C. N. (1998) examined the ranking of the world's top rated hotels in the three leading publications. Sammons, G. , Moreo, P. , Benson, L. F. , and Demix, F. (1999) explained analysis of female business travelers' selection of lodging accommodations. The results indicated the COMFORT factor, (cleanliness of hotel, well-maintained furnishings, comfortable mattress and pillows), and friendly service of hotel staff explained the majority of the total variance. Alan, R. M. , Kent, K., and Brent, R. J. R. (2001) showed on their study to provide a basic understanding of the B and B industry by establishing baseline profiles of guest origin, operating practices, operator characteristics and financial performance of inns throughout Canada.

5.2.3 ACCOMMODATION AND ITS RELAVANCE

An adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development. The provision of accommodation facilities and their growth should, at the same time, be regarded in a

much broader context as they make an important contribution to the economy as a whole, by stimulating economic development, social contacts and commercial activities. In the promotion of tourism, of all the constituents of the tourist industry, accommodation sector thus constitutes the most important segment. Tourism is, to a great extent, dependent on the type and quantity or quality of accommodation available. Accommodation, is in other words, the matrix of tourism, and is thus the obvious choice to play a distinctive role in the development of this expanding industry.

Many countries have recognized the vital importance of accommodation industry in relation to tourism and their governments have coordinated their activities with the industry by providing big incentives and concessions to hoteliers, which have resulted in the building up of a large number of hotels and other type of accommodations. For example, availability of hotel sites on liberal repayment terms, special concessions in the form of long-term loan, liberal import licenses and taxation relieves, contributions to the equity capital, cash grants for construction and renovation of building, and similar other concessions are provided to the industry.

The demand for accommodation away from home is met by a variety of facilities ranging from hotels, guesthouses, and boarding houses to private homes, and from holiday camps and centers to caravan and camping sites. Many of them provide meals and refreshments and other services, but some confine themselves to the provision of accommodation alone. In many cases the facilities are available throughout the year, in some only for part of the year. Whatever the name given to the establishments, whatever the range of services, and irrespective of the time when they are available, when accommodation is provide for reward, this heterogeneous grouping

of establishments forms a distinct economic activity which may be viewed as the accommodation industry.

The individual establishments have a common product and a common function and together they represent the supply in the accommodation market. However, their diversity presents particular problems of analysis, if a comprehensive view is adopted of the accommodation industry, as an individual type of unit may be meeting more than one type of demand under its roof; moreover the pattern of demand may be different and changing in time. On his way to his holiday destination the traveler may stay for a night at a motel, which families on holiday in the summer, May outside the holiday season attract residential conferences, which are also held in holiday camps and university residences. Charters flights, coach tours and other forms of group travel generate block bookings for one or more nights in hotels. Tourists, commercial travelers, and students may use bed-and-breakfast lodging accommodation.

Hotel facilities have to be provided where demand exists. If transportation is excellent, then the accommodation can be reasonably at short distance from the area it serves. The positioning of a hotel depends on the location of its markets and the purpose of the visits that give rise to the demand for accommodation. The location will also establish whether the hotel will prove viable and profitable. If the hotel is too far from the center it is supposed to serve and/or is difficult to reach or find, then occupancy rates may be lower than intended.

In the case of hotels intended primarily for tourist, they should be located at or near major tourist centers. They will be dependent solely on this type of trade if there

is little business in the area and so few business executives require accommodation. The same problem will arise if there are few local nationals who could use the hotel or if they are not favorably inclined to tourists. On the other hand, hotels catering for business needs will be located near centers of economic and industrial activities. They may have to work hard to gain the necessary occupancy rates if few tourists visit these locations. Other establishments catering for a mix of business executives and tourists will seek the best, often compromise, locations for their intended customer mix.

5.2.4 TYPES OF ACCOMMODATION

Over the years the concept and the format of hotels have changed a great deal. There are various types of hotels catering to the increasing demands of tourists. The size, the façade, architectural features and the facilities and amenities provided differ from one establishment to another. In addition the landscape in a particular destination also greatly influences the architectural features of a hotel. The different types of hotels are international Hotels, Resort hotels, Commercial hotels, and Floating hotels. (Hilton. C.C.C. N. (1998).

International Hotels

International hotels are the modern western style hotels in almost all metropolitan and other large cities as well as principal tourist centers. These hotels provide in addition to accommodation all the other facilities, which make the stay a very comfortable and interesting experience. Various facilities provided include well-appointed reception and information counter, banquet halls, conference facilities, etc. There are also a number of shops, travel agency, money changing and safe deposit

facilities. Restaurant facilities, bars and banqueting are an integral part of the business of a hotel.

Resort Hotels

Resort hotels cater to the needs of holidaymaker, the tourist and those who by reasons of health desire a change of atmosphere. Resort hotels are located near the sea, mountain and other areas abounding in natural beauty. Rest, relaxation and entertainment are the key factors around which resorts are built. The primary motive of a person visiting resort hotels is rest and relaxation, which he is looking far away from his routine busy work life. The type of services and amenities located in resort hotels include recreation facilities such swimming pool, golf course, tennis courts, skiing, boating, surf riding and other various indoor sports. Other important amenities include coffee shops, restaurants, conference rooms, lounge, shopping arcade and entertainment. Resorts can be of various types and can be classified on the basis of climate and also topography. Broadly they fall in the following categories: (i) Summer resorts, (ii) Winter resorts, (iii) Hill resorts, (iv) All season resorts, and (v) health resorts. Majority of the resort hotels are seasonal establishments, which work to capacity during the high tourist season.

Commercial Hotels

The commercial hotels direct their appeal primarily to the individual traveler as compared to international to resort hotel where the focus is on the group travel. Most of the commercial hotels receive the guests who are on business although some have

permanent guests. As the hotel caters primarily to people who are visiting a place for commerce or business, mostly in towns and cities. These hotels are generally run by the owners who provide comforts and facilities. In some of the large industrial towns, fully licensed commercial hotels exist with restaurants, grill room, functional accommodation and a garage for those traveling by automobile.

Residential Hotels

These hotels can be described as apartment house complete with hotel service. These are often referred to as apartment hotels. The tariff of rooms in these hotels is charged on monthly, half yearly or yearly basis and is charged for either furnished or unfurnished accommodation. These hotels, which are located mostly in big cities, operate exclusively under the European plan where no meals are provided to the guests. These hotels were developed in the United States of America where people discovered that permanent living in hotels offers many advantages. Services and amenities provided in these hotels are comparable to those of an average well regulated home. These are very popular in the United States and Western Europe where these are also known popular as person.

Floating Hotels

As the name suggests these hotels are located on the surface of the water. It may be on seawater, river water or on a lake. All the facilities and services of a hotel are provided in these hotels. These hotels are very popular in many countries. In many countries old luxury ships have been converted into floating hotels and are proving very

popular among tourists. The atmosphere they provide is exclusive and exotic. In India, floating hotels in the form of houseboats are very popular with tourists.

Supplementary Accommodation:

Although hotels have been and still are the principal form of accommodation, there has been a growth and development of some other forms of accommodation over the years. It can be of various types and can be classified on the basis of its location, type of construction, type of property, type of management, etc. It is therefore difficult to classify. Different terms have been used to indicate similar functions of various accommodation units. It is not possible to give clear-cut definition of various types of accommodation. The various accommodation units differ in a number of respects. A study of the different types of accommodation indicates that their diversity is a reflection of the specific nature of each one and their names simply indicate various ways in which one and the same function can be fulfilled or the need can be satisfied.

There are a series of other installations able to offer to the tourists lodging, food and corresponding services. This is popularly known as supplementary accommodation and is in fact an important segment of tourism. Supplementary accommodation consists of various types of accommodation other than the conventional hotel type. In supplementary accommodation the standard of comforts is modest compared to that of a hotel. On the other hand however, there are certain inherent advantages in this type of accommodation. The biggest advantage is that of price. The supplementary accommodation as compared to the conventional type of

accommodation is moderately priced. In addition, the atmosphere in the accommodation is informal and there is more freedom with regard to dress, etc.

This type of accommodation can cater to both, international as well as domestic tourist traffic. In fact in some countries more tourists utilize this type of accommodation than in hotels. In France and Italy as also in some other countries in Europe and elsewhere there are more campers than the hotel clients. Following are some of the principal forms of supplementary accommodation: (i) Motel, (ii) Youth Hostel, (iii) Camp Sites, (iv) Pension, (v) Bed and Breakfast Establishments, and (vi) Tourist Holiday Villages.

5.3 ACCOMMODATION IN CHENNAI CITY

5.3.1 LOCATION AND DISTRIBUTION

A wide range of lodging facilities is available in Chennai City. To find the distribution of accommodation in Chennai city, it has been divided into three sectors on the basis of distance from the coast, is terms of < 2000 meters, 2000 – 5000 meters, and 5000 – 10,000 meters, approximately parallel to the coastline. The number of accommodations are found in the sector of within 2000 meters is 46.89 percent (Table No. 5.1). About 127 accommodations are found within the sector of 2000 – 5000 meters and 44 accommodations are within the sector of 5000 – 10,000 meters from the coast. The distribution pattern of accommodations shows that large number of accommodation is found in areas of < 2000 meters of the Chennai city. While as one goes towards the periphery of the city the number of locations gradually decreases and also sparsely distributed. Few clusters are found in the core of the City.

Table No. 5.1

Distance from the coast (Distance in meters)	No. of locations (by count)	Percentage of Locations
Below 2000	151	46.89
2000 – 5000	127	39.44
5000 – 10,000	44	13.66
Total	322	100

To find the concentration of accommodation in Chennai city, it has been considered to explain with reference to the directions such as North, East, West and South. Concentration of accommodation in Chennai city is located unevenly on the whole. Concentration of accommodation in Chennai city can be highlighted as high, medium, and low on the basis of number of locations. The whole city can be divided into 9 units as Central Center (CC), Central North (CN), Central South (CS), Central East (CE), Central West (CW), North West (NW), North East (NE), South West (SW), and South East (SE) for the explanations of precise location of a total of 322 accommodations and lodges in Chennai city. Out of 322 locations, high concentration of locations is in CC of Chennai city. On the basis of locations the concentration has been classified into three types. They are below 55 as low concentration, 55 – 105 as medium concentration, and above 105 as high concentration of the accommodation. According to the above classifications the area of high concentration of accommodation are in CC part of the Chennai city. The areas of medium concentration of accommodation are in NE part of the city. The low concentrations of the accommodation are in the part of CN, CS, CE, CW, NW, SW, and SE. On the whole the accommodations are very low at the peripheral part of the Chennai city. The high concentration is at the core of the city only. The number of the location and its percentage are tabulated below (Table No. 5.2) (Map No. 5.1).

CHENNAI CITY - 1991

DISTRIBUTION OF ACCOMMODATION



LEGEND

- LOCATION OF ACCOMMODATION

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- DIVISION BOUNDARY
- DIRECTIONS

10 KM

DISTANCE FROM THE COASTLINE **2 KM**

5 KM

Map No. 5.1

Table No.5.2

Directions	Count	Percentage
NW	3	0.93
CN	14	4.35
NE	70	21.74
CW	9	2.80
CC	157	48.76
CE	50	15.52
SW	3	0.93
CS	14	4.35
SE	2	0.62
Total	322	100.00

5.3.2 TOURISM IMPACT OF ACCOMMODATION

On the basis of location (analysis) aspects it is necessary to understand interaction between the accommodation and tourist spot/site. To find out the impact of tourist spot on accommodation a buffer analysis has been used. It is one of the GIS applications, which is carried out to analyze the location of all tourist spots/sites in Chennai city. The proximity given for the distance parameter as of 50, 100, 200, 500 meters (which is walk-able distances by anyone) for the each location of tourist spots and, it is termed as point buffer. To find the range of influences of accommodation with tourist spot or to find the impact, these two themes should be superimposed one over the other. According to the counts of the each locations falls within the each proximity distances ranges from 500 – 50 meters from the tourist spot's locations shows less in numbers (154 out of 322). And locations falls outside the proximity distances shows higher in numbers (168 in numbers out of 322). One of the themes is the proximity

distances ranging from 50 – 500 meters of the tourist spots/sites in Chennai city, and the other theme is the locations of the accommodation in the same Chennai city. While superimposing the proximity distance of the tourist spots/sites with 50 meters over the locations of the accommodation in Chennai city, it has been observed that there are 17 locations falls within the 50 meters distance of the tourist spots in Chennai city. And 154 locations falls only within the 500 meters of maximum accessibility distance from the tourist spots. This infers that the distance between tourist spot and accommodation should be less, so that people can reach the accommodation easily by walk as soon as they reach the tourist spot, and later seek the accommodation.

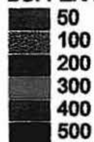
By superimposing the locations of accommodation over the 100 meters distance of buffer for the each of the tourists spots/site in Chennai city. 43 locations were identified within the 100 meters distance from the tourist spots and 154 locations fall only within the 500 meters of maximum accessibility distance from the spots. While Super imposing the locations of accommodations over the 200 meters distance of buffer from the each of the tourist spots/sites in Chennai city, there are 77 locations, and 154 locations fall only within the 500 meters of maximum accessibility distance from the spots. The locations of accommodations over the 500 meters distance of buffer for the each of the tourist spots in Chennai city shows that there are 154 locations fall only within the 500 meters distance from the tourist spots out of 322 locations in Chennai City (Map No. 5.2). While super imposing the locations of accommodations over the 500 – 50 meters distance of buffer for the each of the tourist spots in Chennai city, there are 168 locations out of 322 locations in Chennai City (Map No. 5.3).

CHENNAI CITY - 1991

ACCOMMODATION AND TOURIST SPOTS

(Buffers around Tourist Places for 50-500 M)





LEGEND

ADMINISTRATIVE BOUNDARY
— CITY BOUNDARY
— COASTLINE
— DIVISION BOUNDARY

BUFFER IN METRES
50
100
200
300
400
500
• LOCATION OF ACCOMMODATION

Map No. 5.3

CHENNAI CITY



ACCOMMODATION AND TOURIST SPOTS
(Comparitive Buffers around Tourist Places for 50 - 500 M)

50 M

100 M

Map No. 5.2

5.4 RESTAURANTS AND EAT OUTS

5.4.1 CONCEPTUAL FRAMEWORK

Restaurants are places where meals or snack are served to customers. The term restaurant and hotels are often used interchangeably, by the local people to mean eating-houses. But in this study the term restaurant refers only the eating-houses. Most of the hotels or lodging units have their own restaurants. Besides these there are a large number of independent restaurants of all sizes, and numerous small snack bars. Ashworth and Tunbridge (1990) noted that catering facilities are among the most frequently used tourism services after accommodation. Bull and Church (1994) suggest that one way of grouping this sector is to use the Standard Industrial Classification which comprises: Restaurants, Eating places, Public houses, Bars, clubs, canteens and messes, Hotels and other form of tourist accommodation.

In the context of urban tourism, one of the immediate difficulties is in identifying specific outlets for tourist use, as residents also use many such facilities. Therefore, tourist spending at such facilities also has to be viewed against total consumer spending in this sector. In 1989, Marketpower (1991) found that total consumer spending in the UK on alcoholic drinks and leisure spending from this amount can only be an estimate. Tourist use of catering facilities varies according to the specific service on offer, being located throughout cities, often in association with other facilities (S.L.J.Smith 1983). Many catering establishments in cities reflect local community needs and tourism complements the existing pattern of use. Nevertheless, Ashworth and Tunbridge do acknowledge that Restaurants and establishments combining food and drink with other entertainments, whether night-clubs, discos,

casinos and the like, have two important locational characteristics that render them useful in this context: they have a distinct tendency to cluster together into particular streets or districts, what might be termed the 'latin-quarter effect', and they tend to be associated spatially with other tourism elements including hotels, which probably themselves offer public restaurant facilities (Ashworth and Tunbridge 1990:65).

5.4.2 SOME SELECTED STUDIES

Heung Chul Oh (1998) studied to empirically determine the relationship between multi-restaurant image measures and multi-restaurant loyalty measures (proportions of patronage) toward seven competing casual dinner-house restaurant chains, and to understand the competitive nature of the existing market. Yang H Huo and II-Sun Yang (1997) described a range of external environmental factors such as political, economical socio-cultural, technological environments which are relevant to the U.S. restaurant franchisors considering commencing operations in south Korea.

Linda S Pettijohn, Charles E Pettijohn and Robert H Luke (1997), explained an Evaluation of Fast Food Restaurant satisfaction: Determinants, competitive comparisons and Impact on Future Patronage. This study reported the respondents' ratings of competitive brands. Cross-tabulations of satisfaction rating by various customer traits are provided. James C Johnson, William C Rodgers, Kenneth C Schneider and Bradley J Sleeper (1997), described about perceived vs Actual Benefits Operating as a Fast-Food Franchisee. Richard Carter (1997), presented a conceptual framework for predicting the success of chain restaurants entering international markets, using diffusion's key principles. This paper presents a case study of an

application of diffusion theory to the international expansion of a U.S. chin restaurant to Australia.

The efficiency of a catering operation is often judged by its ability to satisfy the special needs of a minority of any group, without fuss or delay. The majority are relatively easy to cater for, if their needs and tastes have been correctly assessed or the range of food on offer is comprehensive. The minority tend to be more vocal if their special requirements are not met, especially when sufficient notice has been given. Tourist groups these days can number in their ranks, vegans (vegetables, fruit and nuts only), vegetarians of varying degrees, those who eat only Kosher foods, Hindus and Muslims. Tourist use of catering facilities varies according to the specific service on offer, being located throughout cities, often in association with other facilities (S.L.J.Smith 1983). Many catering establishments in cities reflect local community needs and tourism complements the existing pattern of use.

In the context of existing literature and the types of restaurants trend in India. Restaurants have been classified on the basis of economic level. They are (1) Expensive (2) Moderate (3) Inexpensive. And each class subdivided on the basis of food classes (cuisine). They are (i) South Indian Vegetarian, (ii) Vegetarian, (iii) Mughlai, (iv) Tandoori, (v) Chinese, (vi) Continental, (vii) Mixed-continental, Chinese, Mughlai.

5.5 RESTAURANTS AND EAT OUTS IN CHENNAI CITY

5.5.1 MEAL FOR THE PRICE AND TASTE

A selection of better-known establishments is listed in the Directory under three categories: Expensive – over Rs. 50, Moderate – Rs. 20-50, Inexpensive – under Rs. 20.

These categories indicate the average price for a full meal, without liquor, for one. Avoid drinking water and opt for aerated bottled drinks instead. Liquor is served at some restaurants, which have licensed bars. Tip upto ten per cent of the bill where service charges are not added. This is optional, but is usually expected, even in establishments where there is a service charge. A few restaurants(the Pavilion at Taj Coramandel, The Gatsby at Adyar Park) have dance floors and bands. Some restaurants have different kinds of live music or performances. Chennai has virtually no floor shows or carbarets.

The choice in vegetarian food is especially wide. South Indian vegetarian food, delicious and varied, is classified by the local people as 'tiffin' and meals. A tiffin is a substantial breakfast-time or tea-time snack. Tiffin favourites include idli (soft steamed cakes made from a batter of fermented rice flour), dosai (thin crisp pancakes sometimes stuffed with savoury potatoes and called 'masala dosai' or served crunchy, wafer-thin and called 'paper dosai') and 'vadai' (deep fried savoury doughnuts made from a lentil batter, crisp outside, spongy inside). These are served with coconut chutney and 'sambar' (seasoned lentil broth).

Sit down to a 'meal', and an agile waiter with considerable dexterity and speed keeps filling your green plaintain leaf or stainless steel 'thali' with generous helpings of rice, an interesting assortment of vegetables, sambar, 'rasam' (clear, peppery soup with the tang of tamrind and tomato) and lots of yoghurt, until you indicate that you have had enough. The oridinary thali costs between three rupees and ten rupees and the 'special' or 'Bombay' thalli, with more courses, costs between Rs. 8 and Rs. 15. A dessert, normally 'payasam' (rice or vermicelli cooked in thickened milk and garnished

with nuts and raisins) and a 'bida' (betel nuts, spices, calcite lime paste and grated coconut wrapped in betel leaves) provide the final to the meal.

'Meal' can be enjoyed in the air-conditioned comfort of a luxury hotel, but a visit to an 'Udipi' restaurant (little restaurants named after the village of Udipi in Karnataka and also known as 'vihars', 'lunch homes' and 'vilas') will give a glimpse of a typical, popular Tamilian Eatery. A babel of sounds, the aroma of good food and super-fast service characterise each. The city also offers a variety of South Indian non-vegetarian fare. Typical non-vegetarian food includes the Chettinad style, of which pepper Chicken Chettinad is a speciality. The Chennai Mughalai food with its distinct local flavour includes biriyani (rice cooked with spiced mutton or chicken), paya (trotters soup simmered over-night) and egg paratha (layer upon layer of thin unleavened bread topped with savoury egg). There are the unique 'military hotels', establishments with nothing military about them, but merely restaurants serving non-vegetarian food.

A large number of Malabar and Andhra food restaurants provide dinners with a choice of Kerala and Andhra cuisines. Kerala food includes seafood delicacies like stuffed crabs, prawn pakoras (batter fried prawns) and a variety of fish in coconut based curries. Andhra food is deliciously spicy, very pungent and recommended only for the highly adventurous. Hot fried chicken is a speciality.

South Indians, tend to be fanatical about their coffee, and tend to treat the 'instant' brands with contempt. A great deal of ritual and patience is required to make an ideal cup of South Indian coffee. Both in restaurants and home, coffee beans are

freshly roasted and ground before the 'decoction' is allowed to filter, a drop at a time, from the top container of the coffee 'filter' (containing coffee powder doused with boiling water) into the bottom container. Coffee and milk are then poured from the 'tumbler' to the 'dabara' (flat-based bowl) in a thin, forty, aromatic stream, before the coffee is served.

5.5.2 LOCATION AND DISTRIBUTION OF RESTAURANTS IN CHENNAI CITY

To find the distribution of restaurants/eat outs in Chennai city, it has been divided into three sectors on the basis of distance in meters from the coast. They are < 2000 meters, 2000 – 5000 meters, and 5000 – 10,000 meters from the coast. Approximately parallel to the coastline. There are 14 restaurants/eat outs within the distance of less than 2000 meters and 12 restaurants /eat outs found between 2000 – 5000 meters from the coast (Table No. 5.3). There are no restaurants/eat outs, which fall within the distance of 5000 – 10,000 meters. Out of 26 locations in Chennai city, 14 locations fall only below the 2000 meters of coastal area. The distribution of restaurants/eat outs shows more number of locations only on the coastal area of < 2000 meters in Chennai city. While as one moves towards the periphery of the Chennai city it gradually decreases in numbers and also sparsely distributed of the locations. More clusters are found in the core of the city.

Table No. 5.3

Distance from the coast (distance in meters)	**No. of locations (by count)**	**Percentage of Locations**
Below 2000	14	53.84
2000 – 5000	12	46.15
5000 – 10,000	-	-
Total	26	100

5.5.3 CONCENTRATION OF RESTAURANTS

To find out the concentration of restaurants/eat outs in Chennai city, it has been explained with reference to the directions such as North, East, West and South. Concentration of restaurants/eat outs in Chennai city is shows all uneven distribution. Concentration of restaurants/eat outs in Chennai city can be explained as high, medium, and low on the basis of count of locations. The whole city can be divided into 9 units as Central Center (CC), Central North (CN), Central South (CS), Central East (CE), Central West (CW), North West (NW), North East (NE), South West (SW), and South East (SE). There totally 26 restaurants/eat outs and lodges in Chennai city. Out of 26 locations, high concentration of locations is in CC of Chennai city. On the basis of count of locations the concentration has been classified with less than 5 as low concentration, 5 – 10 as medium concentration, and above 10 as high concentration of the restaurants/eat outs. According to the above classifications the area of high concentration of restaurants/eat outs are in CC part of the Chennai city. The areas of medium concentration of restaurants/eat outs are in CE of the city. The low concentration of the restaurants/eat outs are in CN, CS, NE, CW, NW, SW, SE of the

City. On the whole the restaurants/eat outs are very low at the peripheral part of the Chennai city. The high concentration is at the core of the city only. The number of the location and its percentage are tabulated below (Table No. 5.4) (Map No. 5.4).

Table No. 5.4

Directions	Count	Percentage
NW	-	-
CN	-	-
NE	2	7.69
CW	-	-
CC	18	69.23
CE	6	23.07
SW	-	-
CS	-	-
SE	-	-
Total	26	100

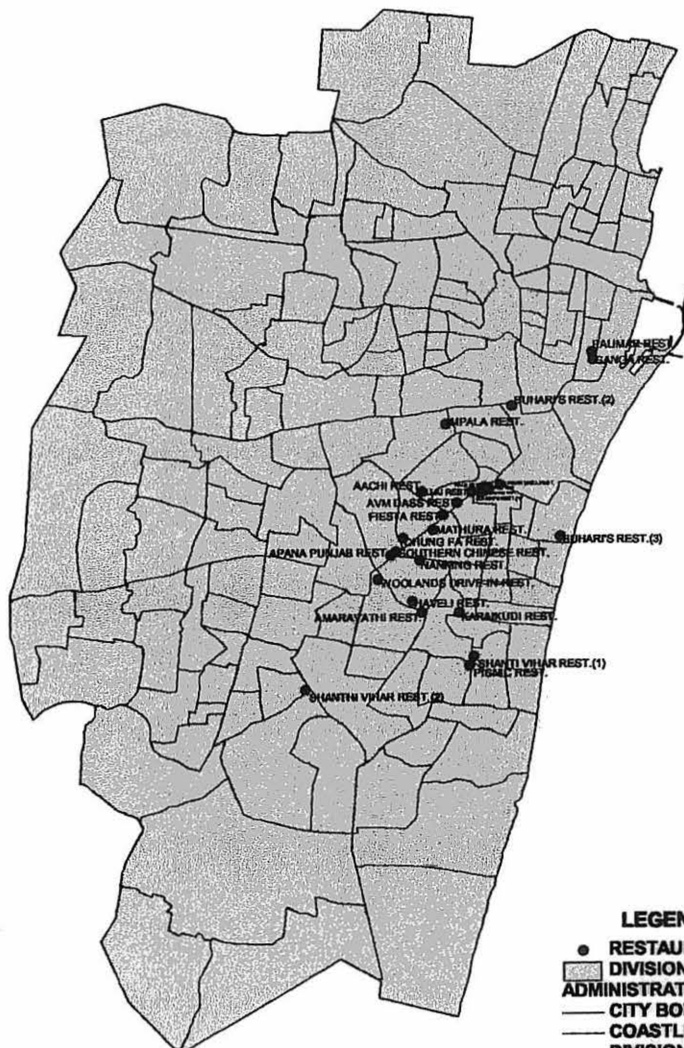
5.5.4 TOURISM IMPACT

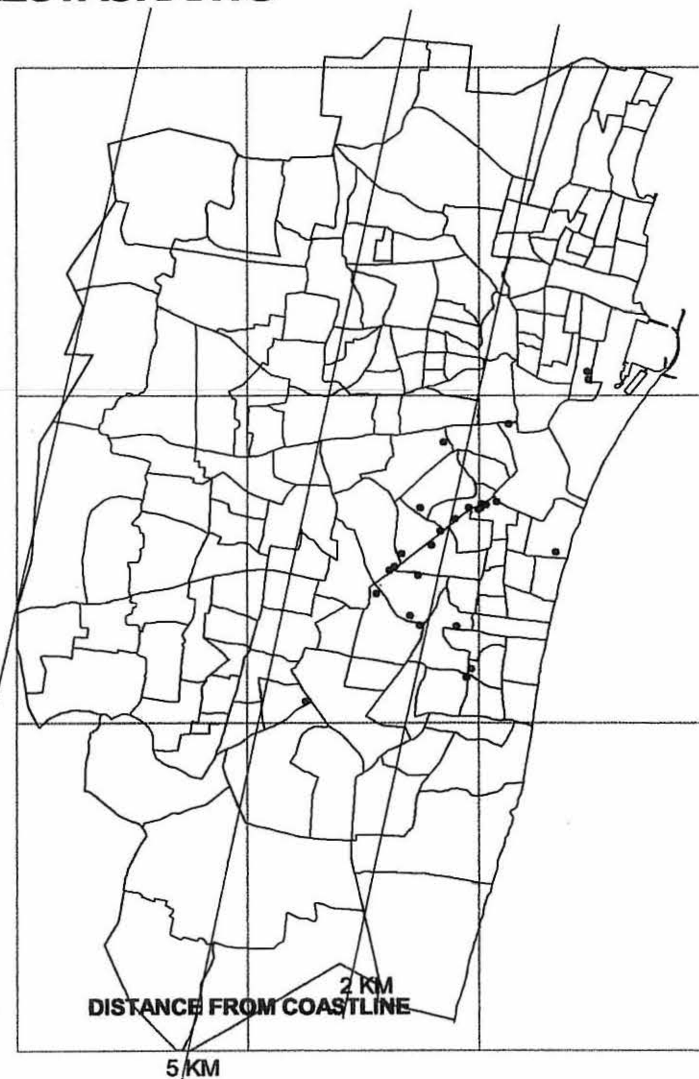
The location analysis describes the impact of restaurants / eat-outs on the location of tourist spot/site. To find out the impact of tourist spot on restaurants/eat outs a buffer analysis has been used. It is one of the GIS applications, which are carried out to analyze the location of all tourist spots/sites in Chennai city. The proximity given for the distances of 50, 100, 200, 500 meters (which is walk-able distances by anyone) for the each location of tourist spots, and it is termed as point buffer. To measure the level of influence of restaurants/eat outs on tourist spot or to find out the impact, the two themes have been superimposed one over the other. They are is the proximity distances ranging from 50 – 500 meters of the tourist spots/sites in Chennai city, and the other is the locations of the restaurants/eat outs in Chennai city. While superimposing the

CHENNAI CITY

DISTRIBUTION OF MAJOR RESTAURANTS







LEGEND

- RESTAURANTS/EAT OUTS
- DIVISIONS

ADMINISTRATIVE BOUNDARY

- CITY BOUNDARY
- COASTLINE
- DIVISION BOUNDARY
- DIRECTIONS
- DISTANCE FROM COASTLINE

Map No. 5.4

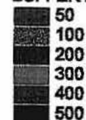
proximity distance of the tourist spots/sites with 50 meters over the locations of the restaurants/eat outs in Chennai city, there emerges 3 locations which fall within the 50 meters distance of the tourist spots in Chennai city and 12 locations fall within the 500 meters. These locations have accessibility from the tourist spots. This infers that the distance between tourist spot and restaurants/eat outs should be less, so that people can reach the restaurants/eat outs easily by walk.

By superimposing the locations of restaurants/eat outs over the 100 meters distance of buffer for the each of the tourists spots/site in Chennai city, it has beem noticed that there are 4 locations fall within the 100 meters distance from the tourist spots and 12 locations within the 500 meters distance. While Super imposing the locations of restaurants/eat outs over the 200 meters distance of buffer for the each of the tourist spots/sites in Chennai city, it shows that there are 8 locations fall within the 200 meter distance from the tourist spots/sites and 12 locations fall within the 500 meters which have maximum accessibility from the tourist spots. While super imposing the locations of restaurants over the 500 meters distance of buffer for the each of the tourist spots in Chennai city, it is observed that there are 12 locations fall within the 500 meters distance from the tourist spots in Chennai City (Map No. 5.5). While super imposing the locations of restaurants/eat outs over the 500 – 50 meters distance of buffer for the each of the tourist spots in Chennai city. There are 14 locations falls outside the 500 – 50 meters distance from the tourist spots out of 26 locations in Chennai City. The percentage is 53.84 (Map No. 5.6).

This infers that there should be far distance for tourist spots that shows people cannot reach the restaurants/eat outs places easily or earlier by walk without any help of

CHENNAI CITY
RESTAURANTS/EAT OUTS AND TOURIST SPOTS
(Buffers around Tourist Places for 50 - 500 M)





LEGEND

BUFFER IN METRES
- 50
- 100
- 200
- 300
- 400
- 500

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- DIVISION BOUNDARY
- RESTAURANTS/EAT OUTS

Map No. 5.6

vehicle alliances while compare to the restaurants located within the 50 or 100 meters of the tourist spots. So in these case people should need some restaurants/eat outs near the tourist spot to reach easily.

5.6 SHOPPING CENTRE

5.6.1 CONCEPTUAL FRAME WORK

One important factor which affects the ability of cities to attract tourism and leisure shoppers is in retail mix – namely the variety of good, shops and presence of specific retailers. Although the priorities of different tourist market segments vary slightly, catering, accessibility (e.g. availability of car parking, location of car parks and public transport), tourist attractions and the availability of visitor information, shape the decision to engage in tourism and leisure shopping. The constant research for the unique shopping experience, especially in conjunction with day trips in border areas and neighboring countries are well-established forms of tourism and leisure shopping. The global standardization of consumer products has meant that the search for the unique shopping experience continues to remain important.

For many cities, finding the right mix between sops, leisure facilities and tourist attractions to appeal to a wide range of visitors and residents involves a process of development and promotion to attract investment in town centers. However, critics have argued that out-of-town shopping malls and complexes are only passing trends which do not pose a long-term challenge to tourism and leisure spending in town centers. One immediate reason is the potential for using shopping as a marketing tool by the tourism industry in towns and cities. Only certain shopping centers have the

essential ingredients to be promoted as tourism and day trip destinations. Many successful cities in Western Europe have used tourism and leisure shopping to establish their popularity as destinations as a gradual process of evolution. Jansen-Verbeke (1991) describes the 'total experience' as the future way forward for this activity – retailers will need to attract tourism and leisure spending using newly built, simulated or refurbished retailing environments with a variety of shopping experiences. Keown's (1989) experience is that the opportunity to undertake a diverse range of retail activities in a locality increases the tourists' propensity to spend. However, the growing saturation of retailing provision in many industrialized countries may pose problems for further growth in tourism and leisure shopping due to the intense competition for such spending. Urban tourism destinations are likely to have to compete more aggressively for such spending in the 1990s.

Tourism and retail activity (which) are inextricably linked to historic towns with three-quarters of tourists' combining shopping with visiting attractions . . . The expenditure is not only on refreshments and souvenirs, as might be expected, but also

on clothing and footwear, stationery and books. (English Towns forum 1992: 3). The study also emphasizes the overall significance of the environmental quality in towns, which is vital to the success of urban tourism and retailing. In fact the report argues that for towns wishing to maintain or increase leisure visitor levels, the study reveals a number of guidelines. For example, cleanliness, attractive shop fronts and provision of street entertainment are all important to tourists (English Historic Towns Forum 1992: 3). Unfortunately, identifying tourist shopping as a concept in the context of urban tourism is difficult, since it is also an activity undertaken by other users such as residents (Kent 1983). The most relevant research undertaken in this field, by Jansen-Verkebe (1990, 1991), considers the motives of tourists and their activities in a range of Dutch towns. She makes a number of interesting observations on this concept. However, the range of motives associated with tourism and leisure shopping are complex: people visit areas because of their appeal and shopping may be spontaneous as well as planned activities. Even so, the quality and range of retail facilities may be useful determinants of the likely demand for tourism and leisure shopping: the longer the visitor is enticed to stay in a destination – the greater the likely spending in retail outlets.

5.6.2 SOME SELECTED STUDIES

Keown, Charles F. (1991), described a model of Tourisms' propensity to buy, in the case of Japanese visitors to Hawaii. From this study findings of a survey of 490 Japanese tourists visiting Hawaii suggest a model for tourists' propensity to buy goods in a vacations destination. Donald Getz, Darrin joncas and Michael Kelly (1994) explained tourist shopping villages in the Calgary region. The results confirm the

proposition that shopping is a viable strategy for attracting tourists in near-urban, resort, and en-route communities, and that specific planning and business strategies can be employed to create Tourist Shopping Villages. Peggy O. Shields, Timothy J. Schibid (1995) explained Regional Tourism Marketing in an analogical approach to organizational framework development. Dr. N. Varaprasad (1996) studied tourist shopping in Singapore. In an attempt to attract overseas visitors to Singapore, the Great Singapore Sale (GSS) and the Goods Retailers Scheme (GRS) were launched. The author examines the impact of these schemes on overseas visitors' perceptions of Singapore as a shopping destination and profiles various characteristics and preferences of these visitors.

The quality and range of retail facilities may be a useful determinant of the likely demand for tourism and leisure shopping: the longer the visitor is enticed to stay in a destination – the greater the likelihood of spending in retail outlets. One important factor, which affects the ability of cities to attract tourism and leisure shoppers, is the retail mix – namely the variety of goods, shops and presence of specific retailers. For example, the English Historic Town Forum (1992) notes that over 80% of visitors considers the retailing mix and general environment of the town the most important attraction of the destination. Although the priorities of different tourist market segments vary slightly, catering accessibility (e.g. availability of car parking, location of car parks and public transport), tourist attractions and the availability of visitor information, shape the decision to engage in tourism and leisure shopping. The constant search for the unique shopping experience, especially in conjunction with day trips in border areas and neighboring countries (e.g. the UK cross-channel tax-free shopping trips from Dover to Calais) are well-established forms of tourism and leisure shopping.

The global standardization of consumer products has meant that the search for the unique shopping experience continues to remain important. For example, in the case of Edmonton Mall (Canada) Jansn-Verbeke (1991) estimates that 10% of the total floor space is used for leisure facilities with its 800 shops and parking for 27,000 cars. Such developments have been a great concern for many cities as out of town shopping has reduced the potential in-town urban tourism in view of the competition they pose for established destinations. The difficulty with most existing studies of leisure shopping, is that they fail to disentangle the relationships between the actual activity tourists undertake and their perception of the environment. For this reason, Jansen-Verbeke (1991) distinguishes between intentional shopping and intentional leisure shopping in a preliminary attempt to explain how and why tourists engage in this activity.

5.7 SHOPPING CENTRES IN CHENNAI CITY

5.7.1 TYPES AND MERCHANDIZE

Chennai shops offer, a fantastic variety of both traditional and trendy merchandise ranging from carvings on brass, stone, wood and ivory to leather bikinis, bags and shoes. Traditional items include the silky *pattamadai* mats and the leaf and palmyra fibre handicrafts from Tirunelveli. The ubquitous light reed mats in natural and bright colours are made all over Tamil Nadu. Bell metal and brass carvings and traditional gold jewellery are the centuries-old speciality of Kumbakonam. Thanjavur is the home of skilled metalworkers, the craftsmen who dexterously convert a 60 kg jack tree log into a 6 kg Veena – a musical and artistic masterpiece – and the toymakers who make delightful wooden toys. The inlaying of one metal over another – copper on

silver or silver on bronze – and shaping it into plates, urns and bowls, intricately carved with mythological figures and scenes, is the speciality of the Thanjavur metal worker.

Earthenware and glazed ceramic pottery in traditional shapes come from Ramanathapuram and Katpadi. Stone carvings come from Mahabalipuram and cigars from Tiruchchirappalli. And, of course, there are sarees and fabrics – handwoven fantasies in silk and cotton. Kanchipuram specialises in heavy silks with intricately woven *zari* (gold thread) borders and motifs. Coimbatore produces light-as-air cottons, also with woven work. The Kornad saree is a lighter silk. Madurai, Salem, Pudukkottai and Kumbakonam are also known for major weaving centers. Widest range of handlooms comes from all over India. Gorgeous Kanchipuram, Benares, Pochampalli, Lepakshi and Patola handcrafted silks, Furnishing, lungis, cotton by the meter and linen are sold here too. Vanavil Co-optex Silk Palace, Teynampet, Anna Salai has a fantastic array of handlooms, especially from Tamil Nadu. Traditonal Kalakshetra sarees, priceless, gold-interwoven Kanchipurams, Kumbakonam and Arni silks, crisp coimbatore cotton, furnishing and bed linen too are famous. Co-optex showrooms are also at Thillaiyadi Valliammai Maligai, Pantheon Road and Kuralagam, N.S.C. Bose Road. Victoria Technical Institute, Anna Salai, has a bewildering array of superbly crafted pieces ranging from extravagant inlaid ivory beds and wall plaques to little bronze statuettes and delicate sandalwood bookmarks. A wide range of items in sandalwood, rosewood, ivory, stone, brass, silver and porcelain, papier-mâché are available. Exquisitely hand-embroidered linen and hand-made lace are a speciality. Chennai is India's major leather-producing center and the quality of leather compares with the finest in the world. The leather wholesale shops in Periamet sell finished leather goods at slightly cheaper prices than the city shops, but the choice is limited.

Many tanneries are situated in and around Chennai and the quality of finished leather compares favourably with the finest in the world. The leather wholesale shops at periamet sell finished leather goods at slightly cheaper prices than the city shops but the choice is limited. Apart from shoes, sandals, wallets and handbags, the range of leather goods include chairs, briefcases, suitcases, golf bags, bikinis, coats and jackets. The works of South Indian artisans, sculptors and crafstmen are available all over Chennai and ranges from delicately cared sandalwood paper knives to huge ivory inlaid rosewood beds. For exquisite hand embroidered linen, saris and dresses, orders may be placed at the Deaf and Dumb School (near the Anna Flyover), and Nirmala Nilayam (Santhome).

Shopping in Chennai can be a fascinating experience. Some shopping areas have an enchanting old-world charm – Flower Market, with its mounds of fragrant jasmine that the women thread with incredible speed and a dancer's grace; 'Pai Kadai' (mat shop), with its reed mats, there muted natural tones blending with bright hues. Sometimes the interest lies in the people; Uninhibited salesmen in saree shops who quite willingly drape shimmering silks around themselves to display the saris at their best to customers, bangle sellers outside temples, as colourful as their mobile stalls. The best buys in Chennai are the hand-woven silks and cottons, leather, jewellery, stainless steel; handicrafts in sandalwood, rosewood, brass, stone and bronze; earthenware and glazed pottery; sculptured pieces in granite and soapstone, reed and palmyra fiber items, food items like pickles, 'vathals' (dehydrated preserves) and, of course, good coffee!

Most shops are open Monday through Saturday from 09.00-20.00 with a lunch break from 13.00-15.00, though some shops take no break at all. Not all shopping areas have the same weekly holiday and since this is decided arbitrarily, often shops in the same area may be closed on different days. It is advisable to thoroughly check the quality of the goods purchased because exchange or refund is very difficult in most establishments. Always insist on a receipt for all your purchases. Shops have discount sales during the festive seasons of Pongal, Ad,. Diwali and Christmas.

Kanchipuram handwoven silks and cottons – in vibrant, jewel like colours with intricate motifs and contrasting borders – are a speciality best bought in Chennai itself. They are not significantly cheaper in Kanchipuram and the selection is just as wide in the city's shops. The price of a Kanchipuram silksari is determined by the weight and quality of silk, the intricacy of woven work and the amount of zari. Ask for 'real' zari (gold-plated silver threads that never tarnish) rather than the more, showy but much cheaper 'tested' zari (gift copper thread which also does not tarnish). Other silk varieties are : Bangalore printed silks, chiffons and georgettes; Arni and Dharmavaram (both good, but the silk is lighter and often passed off as genuine Kanchipuram silk to unsuspecting buyers), Kumbakonam, Salem and Kornad silks. Cotton handloom varieties include Kanchipuram cottons with designs, colours and motifs similar to the silks, Madurai sungudi (tie-dyed with lots of little dots); light, fine Coimbatore cottons, Pudukottai and Kalakshetra cottons.

Jewellery and Trinkets:

Apart from the traditional diamonds and rubies set in gold, other age-old favourites include *kaasu maalai* (a necklace of gold coins), snake-shaped armlets, gold

waistbands and hair ornaments for braided hair. Extremely traditonal in design too is 'temple jewellery' – semi-precious or artificial stones set in silver gilded with gold. Mainly Bharatanatyam dancers for their stage performances use Temple jewellery, which accounts for its larger-than-life opulence. The 'Chennai Diamond', or zircon, is gaining popularity and is set in both trendy and traditional designs.

Chennai offers the best of traditional South Indian jewellery, gold workmanship, diamond and stone jewellery. Also available is the 'Chennai Dimond' or zircon jewellery in both traditional and trendy designs. They range in silver is equally wide: jewellery, serving dishes, cigarette cases, goblets, cosmetic boxes. 'Temple' jewllery (opulent, very traditional gold plated silver jewellery set with semi-precious or artificial stones is a Chennai speciality.

5.7.2 SHOPPING AREAS

VOC Nagar (George Town)/Broadway/Parry's Corner is the most reasonably priced shopping area. This is the city's 'wholesale market', with street after street, narrow and winding, each specialising in different kinds of merchandise.

Mylapore/Luz :

Silks, cottons, jewellery, stainless steel, plastics, coffee, pickles, vathals, readymade garments, textile. Luz Corner has shops with names like 'Lakhs and Lakhs', 'Crores and Crores', to indicate the astonishing variety of goods they sell.

Mambalam/Panagal Park/T.Nagar/Ranganathan St :

Panagal Park is a fruit and vegetable market where special Ooty and Bangalore 'Imports' like celery, parsley, button mushrooms arrive Mon and Fri. Pondy Bazaar's array of shops cell everything from textiles, shoes, plastics and stainless steel to watches and electronic goods. Ranganathan street has several shops selling stainless steel, plastics, lace and other fancy trimmings, costume jewellery, electrical and electronic household gadgets.

Numgambakkam High Rd :

It has computer shops and shopping arcades. The Eldorado shopping arcade and textiles, garments, furniture, music, a good selection of sari shops, boutiques selling fashion garments and accessories.

Pantheon Rd and Montieth Lane :

Shopping arcades like Aba Mall Fountain Plaza and Cisons complex, prince plaza have shops selling garments, shoes and bags, gifts, books, music etc.

Anna Salai/Thousand Lights :

This is a long thoroughfare lined with shops of every kind. Departmental Stores (Spencers), books (Kennedy book House, Orient Longman, Higginbothams, Pai and Co.), textiles and garments, (Govt. Emporia-Purbashree selling cane, Poompuhar selling South Indian handicrafts, Manjusha-West Bengal, Kairali-Keral, cauvery-Karnataka, Kashmir Arts Emporium); sports shops, toy shops, furniture and light fittings, electrical and electronic goods. Vummidiars Shopping Complex off Anna Salai has garment, jewellery and leather shops.

Triplicane/Jam Bazaar :

This market is a very reasonable and popular vegetable and fruit market.

5.7.3 LOCATION AND DISTRIBUTION OF SHOPPING CENTRES

To find the distribution of shopping centers in Chennai city, it has been divided into three sectors on the basis of distance in meters from the coast. They are < 2000 meters, 2000 – 5000 meters, and 5000 – 10,000 meters from the coast, which are approximately parallel to the coastline. The number of the locations of shopping centers is within the distance of (Table No. 5.5) less than 2000 meters are 31 and there are 35 locations within the distance of 2000 – 5000 meters. There are 6 locations noticed within the distance of 5000 – 10,000 meters. Out of 72 locations in Chennai city, 35 locations fall between the distance of 2000 and 5000 meters of coastal area. The distributions of shopping centers are more between the distances of 2000 - 5000 meters from the coast in Chennai city. While as one goes towards the periphery of the city it gradually decreases in numbers and also sparsely distributed.

Table No. 5.5

Distance from the coast (Distance in meters)	**No. of locations (by count)**	**Percentage of Locations**
Chapter 1 Below 2000	31	43.05
2000 – 5000	35	48.61
5000 – 10,000	6	8.33
Total	72	100

To find out the concentration of shopping centers in Chennai city, different units are considered with reference to the directions of North, East, West and South.

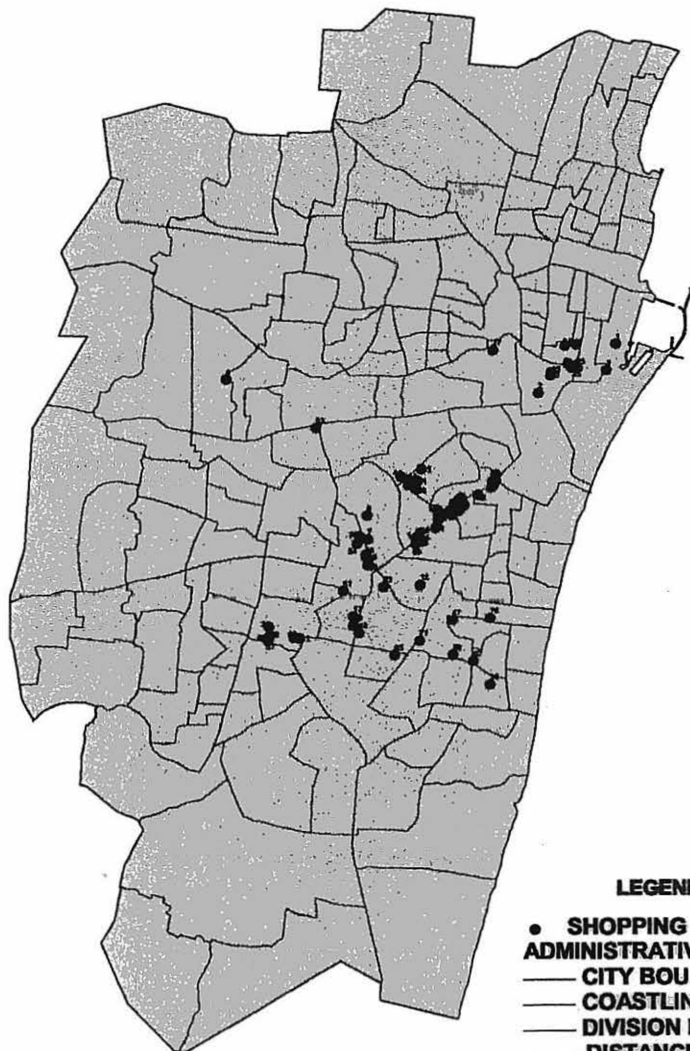
Concentration of shopping centers in Chennai city shows on uneven pattern. Concentration of shopping centers in Chennai city can be explained high, medium, and low on the basis of number of locations. The whole city can be divided into 9 units such as Central Center (CC), Central North (CN), Central South (CS), Central East (CE), Central West (CW), North West (NW), North East (NE), South West (SW), and South East (SE). There are totally 72 shopping centers and shopping areas in Chennai city. Out of 72 locations, high concentration of locations is in CC of Chennai city. On the basis of locations, the concentration has been classified into below 17 as low concentration, 17 – 34 as medium concentration, and above 34 as high concentration of the shopping centers. According to the above classifications the area of high concentration of shopping centers outs are in CC direction of the Chennai city. The low concentration of the shopping centers is in the direction of CN, CS, CE, CW, NW, SW, SE, NE. On the whole the shopping centers are very low at the peripheral part of the Chennai city. The high concentrations of shopping center are found in the core of the city. The location of shopping center and its percentage are tabulated below (Table No. 5.6) (Map No. 5.7).

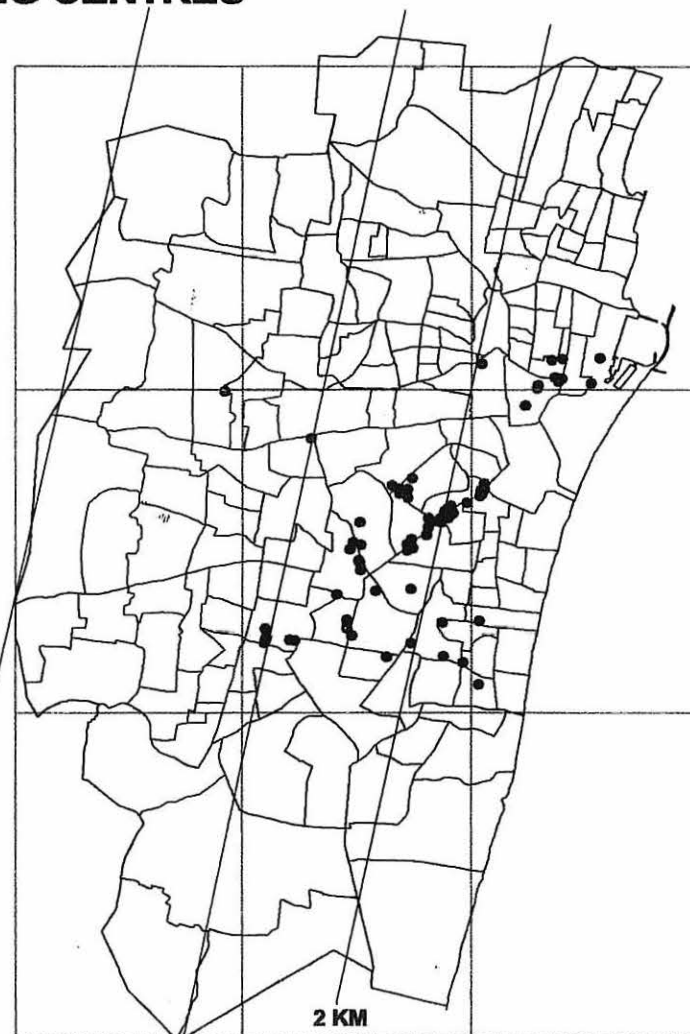
Table No. 5.6

Directions	**Count**	**Percentage**
NW	-	-
CN	-	-
NE	11	15.27
CW	1	1.38
CC	52	72.22
CE	8	11.11
SW	-	-
CS	-	-
SE	-	-
Total	72	100

CHENNAI CITY
DISTRIBUTION OF SHOPPING CENTRES







LEGEND

● SHOPPING CENTERS

ADMINISTRATIVE BOUNDARY

—— CITY BOUNDARY

—— COASTLINE

—— DIVISION BOUNDARY

—— DISTANCE FROM COASTLINE

—— DIRECTIONS

10 KM

2 KM

DISTANCE FROM COASTLINE

5 KM

Map No. 5.7

5.7.4 TOURISM IMPACT ON SHOPPING CENTER

On the basis of location analysis the influence of shopping centers on tourist spots/sites can be better known. To find out the impact of tourist spot on restaurants/eat outs a buffer analysis has been used. It is one of the GIS applications, which is carried out to analyze the location of all tourist spots/sites in Chennai city. The proximity value given for the distances of 50, 100, 200, 500 meters (which is walk-able distances by anyone) for the each location of tourist spots and, it termed as point buffer. To find the level of influence of shopping centers on tourist spot or to find out the impact, the two themes such as the proximity distances ranging from 50 – 500 meters of the tourist spots/sites in Chennai city, and the locations of the shopping centers in the same Chennai city should be superimposed one over the other. While superimposing the proximity distance of the tourist spots/sites with 50 meters over the locations of the shopping centers in Chennai city, it has been noticed that there are no locations fall within the 50 meters distance of the tourist spots in Chennai city. This infers that there should be very closest distance between tourist spot and shopping centers that shows people can reach the shopping centers (location) easily by walk as soon as. They landed down to the tourist spot, Secondly to seek the place for shopping centers.

Whereas by superimposing the locations of shopping centers over the 100 meters distance of buffer for the each of the tourists spots/site in Chennai city, there are 4 locations fall within the 100 meters distance from the tourist spots 26 locations fall only within the 500 meters of distance from the spots. While Super imposing the locations of shopping centers over the 200-meter distances of buffer from the each of the tourist spots/sites in Chennai city, there are 11 locations fall within the 200-meter

distance from the tourist spots/sites out of 26 locations fall only within the 500 meters. By super imposing or overlaying the locations of shopping centers over the 500 meters distance of buffer for the each of the tourist spots in Chennai city, there are 26 locations fall within the 500 meters distance from the tourist spots (Map No. 5.8). While super imposing the locations of shopping centers over the 500 – 50 meters distance of buffer for the each of the tourist spots in Chennai city, there are 46 locations falls outside the 500 – 50 meters distance from the tourist spots (Map No. 5.9).

5.8 SUMMARY

This chapter deals with the tourism infrastructure available in Chennai city. A clear definition of infrastructure and its conceptual understanding has been given, with the help of certain case studies. Different types of infrastructure accommodation, Restaurants, Shopping centres have been described in detail, to show the importance of these facilities on local tourism.

CHENNAI CITY

SHOPPING CENTRE AND TOURIST SPOTS
(Comparitive Buffers around Tourist Places for 50-500 M)



50 M

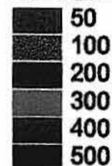
100 M

Map No. 5.8

CHENNAI CITY - 1991

SHOPPING CENTRES AND TOURIST PLACES
(Buffer around Tourist Places for 50 - 500 M)





LEGEND

BUFFER IN METRES
- 50
- 100
- 200
- 300
- 400
- 500
- • SHOPPING CENTERS

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- DIVISION BOUNDARY

Map No. 5.9

CHAPTER VI

CHAPTER 6

6 CHENNAI CITY : TOURISM- TRAVEL AID FACILITIES

6.6 POTENTIAL TOURIST SPOTS

6.7 DISTANCE FROM TOURIST SPOTS AND AVAILABILITY OF INFRASTRUCTURE

CHAPTER - 6

6 CHENNAI CITY: TOURISM- TRAVEL AID FACILITIES

6.1 INTRODUCTION

After arriving at their destination and finding suitable accommodation (if required) the tourists' next requirement is entertainment, or (if they are traveling for business) business facilities. People traveling for pleasure – on holidays, day-trips or short breaks – look for facilities, which will provide them with fun, entertainment, or interest. Most people choose their destinations because of the facilities which match up to their expectations. Any facility or event, which attracts visitors to a particular place, can be called an attraction or, more specifically, a visitor attraction or tourist attraction. Attractions come in many forms and may be either natural or man-made. In view of the wide range of literature and discussions on the distribution facilities and services, it is more useful to consider the generalizationed of approaches and patterns of urban tourism activity. Based on inventories and lists of the facilities, the supply of urban tourism is analysed descriptively by geographers.

On the supply of urban local tourism, Ashworth (1989) reviews the *facility approach.* The opportunity to map the location of specific facilities, while undertaking inventories of facilities is considered. The difficulty in such approaches is that the users of urban services and facilities are not just tourists but also the local residents. Therefore, any inventory will only be a partial view of the full range of facilities and potential services tourists could use. One useful approach is to identify the areas in which the majority of tourist activities occur and to use it as the focus for the analysis of the supply of tourism services in the multifunctional city. This approach marking an

area or a zone of concentration is generally called ecological approach by human geographers.

The ecological approach towards the analysis of urban local tourism dates back to Gilbert's (1949) assessment of the development of resorts, which was further refined by Barrett (1958). The outcome is a resort model where accommodation, entertainment and commercial zones exist where the central location of tourism facilities is dominant element. The most notable studies are Stansfield and Rickert's (1970) development of the 'recreational business district' (RBD), Meyer-Arendt (1990) contribution on the Gulf of Mexico coastal resorts and Pearce (1989) critique on such studies. The essential ideas in the RBD have subsequently been extended to urban tourism to try and understand the location and distribution of the range of visitor-oriented urban functions in cities.

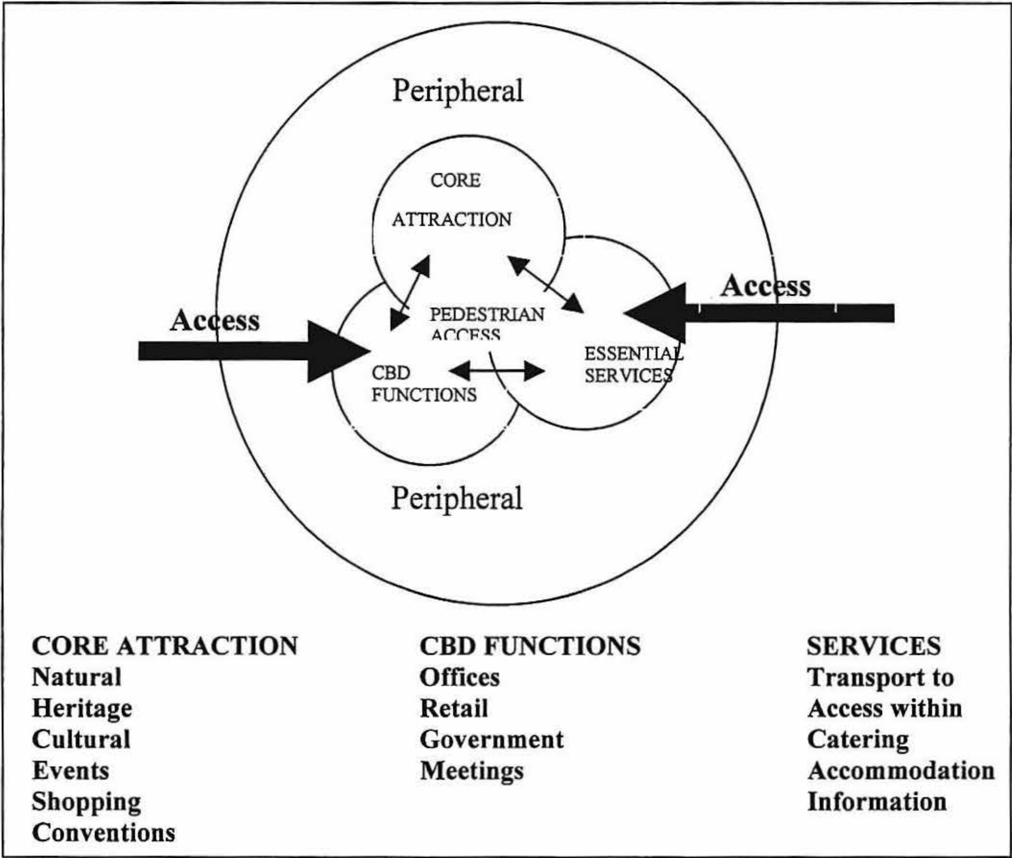
Burenshaw, D. et al. (1991) seminal study of tourism and recreation in European cities deals with the concept of the 'central tourist district' (CTD). Getz (1993a) who argue that these exist tourism business district (TBD) where in the concentration of visitor-oriented attractions and services are located in conjunction with urban central business (CBD) function. In older cities, especially in Europe, the TBD and CBD often coincide with heritage areas. Therefore, TBDs are useful framework in which to understand the components of urban and local tourism fit together (Fig. No. 6.1). This model illustrates the difficulty of separating visitor-oriented services from the use of services and facilities by residents and workers. Yet as Jansen-Verbeke and Ashworth (1990) argue that more research is needed to assess the extent to which the clustering of tourism and recreational activities can occur in cities without leading to incompatible and conflicting uses from such facilities. By having a concentration of

tourism and non-tourism resources and services in one accessible area within a city, it is possible to encourage visitors to stay along with the place which they want to visit.

Among the various tourism related facilities, the transportation plays a very dominant role. Transport helps the traveler to travel individually or in a company of few or as a member of larger group. Some tourists prefer a leisurely travel; but majority of them like to undertake the travel in a reasonable cost of money and time. Therefore the type and nature of transportation made has direct controls on tourism. *Transportation (Accessibility)* is an important component in the tourist product. The principal tourist services required during the journey in tourism are supplied by *passenger transport*, which provides the means to reach the destination.

Fig. No. 6.1

The Tourism Business District



After Getz 1993a

Tour Operator / Travel agent is one of the very important tourism components which helps for growth of the tourism industry. The growth of international tourism has been accompanied and often brought about by the increasingly important role of a third group of tourist services – those provided by the travel agents and even more so by the tour operators. The former fulfils an intermediary function between the tourist and the providers of transport and accommodation in particular, the latter an organizing function in which he combines the individual components of a holiday into a product, which is then marketed on his own account and risk.

Tourist Information is another very important tourism product, which helps to develop the tourism industry. The functions of the tourist offices included supply of up-to-date information on places of tourist interests to tourists after they had arrived to the tourist places or the sites, keeping in touch with all the segments of travel trade, assisting the tourists in clearance of various travel formalities, distribution and display of tourist literature and periodic inspection of various facilities available for tourists.

6.2 TRANSPORTATION FACILITIES

6.2.1 INTRODUCTION

Tourism is all about moving people from one place to another for holidays and business reasons. The development of public and private transport made mass-market tourism possible. As the discretionary incomes of more and more people in developed countries increased, their propensity and ability to buy more tourism products grew. However transport systems are not created to serve tourism needs only. Indeed most systems do not depend heavily on the demand for transport for tourism purposes. The

latter is an important element but is not necessarily the predominant one, except in underdeveloped or poor countries whose economics is heavily dependent on tourism.

Road transport services as a rule depend on non-tourist traffic for more than 50 per cent of their business. With the seasonality of tourism demand they would face problems of staffing, idle resources and negative cash flows. Otherwise, some small coach firms do close down at off-peak periods but face the difficulties of holding on to essential staff and maintaining idle rolling stock. Careful planning and controlled transport systems designed to serve all types of travelers can be profitable. Railways have to lay tracks and purchase substantial amounts of rolling stock. With road transport, there is the cost of purchasing vehicles of different capacities and maintaining and replacing them. Central and local governments have to meet the high cost of building the road systems. With air transport, airlines have to purchase and maintain increasingly costly aircraft of different sizes. Bigger and better airports have to be built for the larger, sophisticated planes. As new holiday resorts are developed, so it may be necessary to build airports nearer to them. In every case, high utilization of all resources is vital. However while capital investment and fixed costs are high. Thus there is a very wide choice open to tour operators for the transport element of their packages. However the mode of travel, timing and duration of journeys that are acceptable, will depend on the attitudes and preferences of the target markets for which the packages are intended.

6.2.2 TRANSPORTATION FACILITIES IN CHENNAI CITY

With the choice of several convenient and inexpensive modes of transport, finding one's way around Chennai, even for the new comer, is relatively easy. The

littered pavements and enervating heat unfortunately make walking, unpleasant in such a compact city. However, walking is unavoidable in crowded areas like Broadway and VOC Nagar (George Town), convenient when shopping in Anna Salai, and enjoyable while sight seeing around the beach area. Chennai has an excellent bus service – frequent, punctual and with helpful conductors many can understand the smattering of English. Other modes of transport are auto-rickshaws, taxis, cycle-rickshaws and the suburban railway.

Bus:

The city bus service, the Chennai Metropolitan Transport Corporation (MTC) (Pallava House, Anna Salai) operates over 330 space routes from 0500 hours to 2300 hours and a skeletal bus service from 2300 hours to 0500 hours everyday. Buses are frequent on major routes, especially during rush hours. Avoid the peak office going hours (0800-1000 and 1700-1900) and bus travel can be a pleasure. Bus guides and timetables may be purchased at the PTC offices and large bookshops on Anna Salai. PTC booths at all bus depots sell monthly bus passes and provide first hand information on routes. Buses are inexpensive by any standards. Most bus signs are in Tamil, so one has to that one make sure know the route numbers well or enquire before boarding. There are seats reserved for ladies on buses, and men are discouraged from occupying them. There are few 'Ladies' Specials' meant exclusively for women and children on certain routes at specific hours.

Suburban Railway:

Suburban railway has three major routes viz., Beach Station – Tambaram, Central Station/Beach – Gummidipoondi and Central Station – Arakkonam.

These corridors connect the city locations from south to north and east to west. The Beach-Tambaram route connects all the southern locations. Fort, churches, Parks, and Zoo are some of the tourism sites found along the Beach-Tambaram route. Correspondingly the west bound central station – Arakkonam and north bound Beach - Central station – Gummmidipoondi routes connect various tourist monuments, shopping locations and tour and travel agents.

Auto rickshaws:

These metered, three-wheeler scooter taxis, painted yellow with a black top, seat two adults plus a small child. Drivers often offer to seat more at a negotiable extra charge, fixed in advance, which works out to about 50% over the meter reading per extra passenger. An extra high charge, about 25% over meter fare, is demanded between 2200 hours and 0500 hours. There is a waiting charge of 10 paise for every ten minutes the auto is kept waiting. Auto-rickshaws can be hired for the whole day. Normally a fixed sum is agreed upon once a tentative route is chalked out.

Call Taxis:

The operations of the 700-odd call taxis and the estimated 40,000 auto-rickshaws provides a study in contrast about the two modes of public transport in the city. Launched nearly two years ago (2000), though in a comparatively small way, call taxis have made an impact with residents, at the cost of auto-rickshaws. From a mere three operators, with about 150 vehicles in the initial stages, there are at least 25 call taxi operators, including a few who have a fleet comprising of less than ten vehicles.

Call taxis services have a roaring business in Chennai, operating with a taxi cab permit with fixed meter rates, giving the auto-rickshaw and tourist taxi sectors a run for their money. While three main services, Bharati, Chennai and Fast Track Call Taxis are functioning with around 100 vehicles each, several more groups are planning to enter this transport segment, which is increasingly becoming popular, positioned as it is between the auto-rickshaws and the tourist taxis. Customers are preferring this system to the tourist taxis for the fast service and ease of hiring that if offers. The convenience of having to just call a specific telephone number, which is also painted on the car, and an electronic meter service makes them attractive. The customer's address is recorded and the office screens the list of vacant vehicles on the computer. The message is sent to the driver nearer the customer's residence or boarding point to ensure that the vehicle reaches there in five minutes of the booking.

6.2.3 LOCATION AND DISTRIBUTION OF TRANSPORTATION

Within 5000 meters from the coast line the transportation network looks highly clustered. And beyond 5000 meters it has been distributed sparsely with long stretches. The main major roads are Thiruvotriyur High road, Poonnamalli High Road, Erukkancheri High Road, Perambur High Road, Perambur Baracs Road, Thiruvallur High Road, Konnur High Road, Inner Ring Road, Basin Bridge Road, New Avadi Road, Purasaiwakkam High Road, VOC Road (Waltax Road), Broadway Road, Rajaji Road, Periyar E.V.R. High Road, Nelson Road, Sterling Road, College Road, Pantheon Road, Greams Road, Nungambakkam High Road, Arcot Road, N.S.Krishnan Road, Kodambakkam High Road, Mount Road, Wallajah Road, Bharathi Road, White Road, Peter's Road, Cathedral Road, Elliots Road, Lloyds Road, Usman Road, G.N.Chetti

Road, Theagaraja Road, Eldam's Road, Luz Church Road, Royapettah High Road, Anna Road, Venkata Narayana Road, T.T.K. Road, St. Mary's Road, Raja Annamalai Road, Santhome High Road, Sardhar Vallabai Patel Road, Gandhi Mandabam Road (Map No. 6.1).

6.2.4 TOURISM IMPACT

The impact of tourist spots can be analyzed in terms of buffers. The proximity distances given for the 50, 100, 200, and 500 meters major roads on either sides which is called as two sides of buffers (Map No. 6. 2).

Table No. 6.1

Buffer dist. in mts.	No. of locations	% of locations
50	27	50.94
100	31	58.49
200	38	71.7
500	47	88.68

While superimposing the tourist spots on tourist locations over the 50-meter buffer of the major road map for Chennai city, there are only 27 (50.94%) locations fall within the 50 meters of major road (Table No. 6.1). This explains that the distance between tourist spot and major road should be lesser that shows people can reach the spot easily by walk as soon as they get down from bus or bus stop. Whereas while superimposing the tourist spots on tourist locations over the 100 meters buffer of the major road in Chennai city, there are 31 (58.49%) locations which fall within the 100 meters of the major roads. While superimposing tourist spot on tourist locations over the 200 meters buffer of the major road in Chennai City, there are 38 (71.7%) locations which fall within the 200 meters of the major roads. Similarly superimposing tourist

CHENNAI CITY
TRANSP0RTATION
Main Arteries



LEGEND

- RAILWAYS
- MAJOR ROADS
- DISTANCE FROM COASTLINE
- DIRECTIONS

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE

10 KM

2 KM

DISTANCE FROM COASTLINE

5 KM

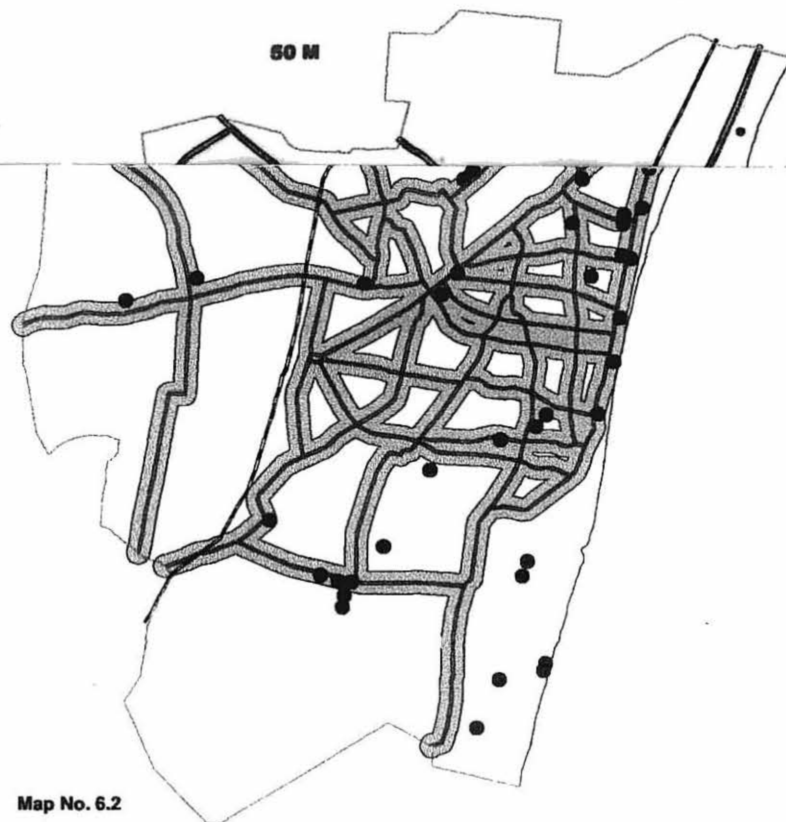
Map No. 6.1

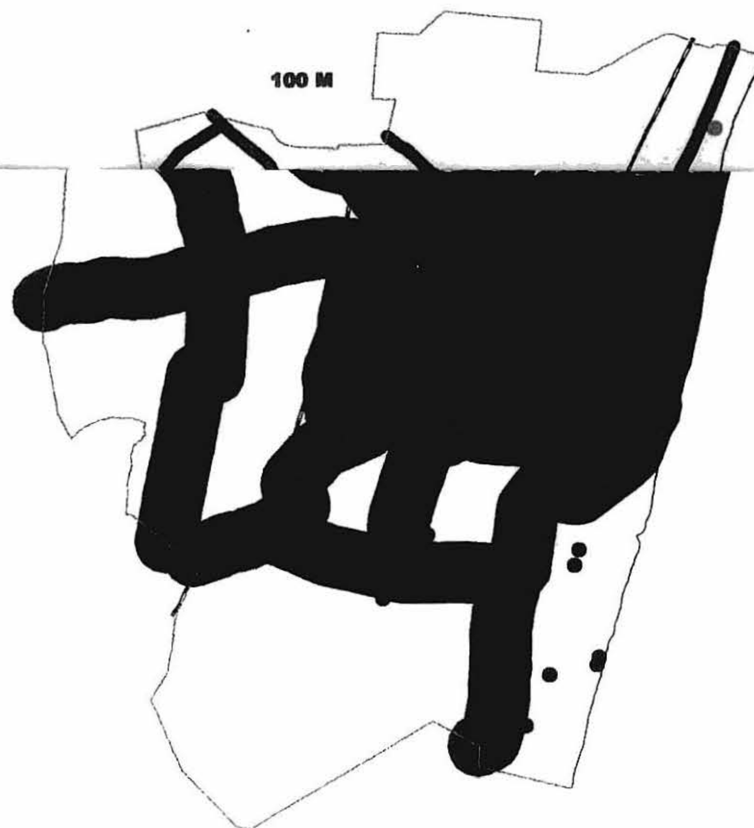
CHENNAI CITY

TRANSPORTATION AND TOURIST SPOTS

(Comparitive Buffers around Tourist Places for 50 - 500 M)







spot on tourist locations over the 500 meters buffer of the major road in Chennai city, there are 47 (88.68%) locations fall within the 500 meters of the major roads (Map No. 6.2).

From the above maps it is inferred that the places which are distant in terms of 500 meters buffer for major roads in Chennai city need more transport facilities than the places which are closely located from the road in terms of 50 or 100 meters buffer for major road in Chennai city (Map No. 6.3). And also those farthest places should get developed by improving the condition of facilities available in Chennai city. And there are a few (five) tourist spots located away from the 500 meters of major roads. They are located at southeastern fringe of the Chennai city. They are Theosophical Society, Banyan tree, Velankanni Church, Mahalakshmi Temple, Kalakshetra. This result reveals that the locations of tourist spots do not have any direct influence on accessibility.

6.3 TRAVEL AGENTS/TOUR OPERATOR FACILITIES

6.3.1 STUDIES ON TRAVEL AGENTS

The role of private sector in the organization of tourism is very crucial. In most countries, which are in any manner concerned with the tourist industry, the private sector plays a very important role. Travel agency is one such organization in the private sector, which plays a key role in the entire process of developing and promoting tourism. Usually tour operators' offer a wide range of fully inclusive and 'semi-inclusive' (or 'independent package') tours for the general public. The latter is an attempt to maintain the façade that the tourists taking them are on their own. They are

CHENNAI CITY
TRANSPORTATION
(Buffer around Arterial Roads for 50 - 500 M)



LEGEND

● TOURIST SPOT

BUFFER IN METRES
100
200
300
400
500
50 mts. FROM MAIN ROAD

ADMINISTRATIVE BOUNDARY
CITY BOUNDARY
COASTLINE
RAILWAYS
MAJOR ROADS

Map No. 6.3

free to do what they like at the resorts but enjoy the benefits of lower costs through making use of group reservations of accommodation and transport. The 'independents' who travel with the group, get the same courier and transport services (but may get a better room) and have more choice of menu. They may also make use of the local excursions included in the package or may go off on day trips on their own. They can hire cars, or use other excursions organized by local companies. The tour operator is in effect with the wholesaler of the industry or 'bulk purchaser' of tourism products.

Hockings, M. (1994) surveyed tour operator's role in marine park interpretation. By analyzing the perception of the tourists, it was concluded that most operators have generally favorable attitudes towards interpretation; different types of operators favor different methods of assistance and training from management agencies. The significance of the results for park managers is discussed. Morrison, A. M. , Hsieh, S. , & O'Leary, J. T. (1994) identified six distinct market segments with unique sets of activity participation and other characteristics. The results suggested that activity-based segmentation is a viable approach to differentiating travel markets. Hooper, P. (1995) described Evaluation strategies for Packaging Travel. This framework is used to analyze conflicting claims about the future for the fully inclusive tour. Brewer, K. P. , Poffley, J. K. , Pederson, E. B. , (1995) described the vacation and travel patterns of a narrow but interesting group of seniors, continuing care retirement community residents. The profile of these special seniors resembles the projected portrait of the next generation of seniors. Bonham, C. , & James, M. (1996), examined, whether current efforts to induce a greater private funding of destination travel promotion are likely to succeed. It is suggested that a broad-based, dedicated travel industry promotion tax is an effective way to reduce free riding by travel business and increase

private funding of destination promotion. Rachman, Z. M., & Richins, H. (1997) explained the status of New Zealand Tour Operator Web Sites. This review presented the marketing status of New Zealand tour operator Web site using Ho's (1996) purpose-value evaluation framework. The results showed that New Zealand tour operator web sites are used mainly for logistical value of data and information. Jewell, G. , Williamson, B. , & Karcher, K. (1997) explained the air-tours cruise intranet: streamlining the distribution of information, knowledge and money. This paper outlined, in case study form, the technical and organizational infrastructure and operations of this 'state-of-the-art' Intranet, which cost-effectively streamlines the distribution of information, knowledge and money. Chiang, D. T. , Hsieh, S. , Bahniuk, M. H. , & Liu, F. (1997) described a comparison of pleasure Travelers from the Netherlands and Taiwan. Gregoire, M. B. , Shanklin, C. W. , Greenhouse, K. R. , Tripp, C. .... Reported the findings of an explanatory study defining expectations for travel agent / tour operators of travelers who stop at visitor information centers. Using data collected from summer travelers, four factors that explain consumer expectations were discussed. Suggestions were given for developing promotional materials for attracting travelers to restaurants. Aguilo, P. M. , Alegre, J. , & Riera, A. (2001) explained the determinants of the price of German tourist packages on the island of Mallorca.

6.3.2 TRAVEL AGENTS/TOUR OPERATORS IN CHENNAI CITY

Travel agents may be classified in various ways. First is according to their location and second, by the type of business in which they specialize. *City center agencies* are located in or close to the main business and shopping areas of cities or

major towns. They are meant to catch business from those who visit and pass through these zones. Because the rent and other costs of these locations are high, they will need a substantial turnover or revenue to show a reasonable trading profit. With the growth of international business travel in the last two decades, these agencies give priority to the development of business accounts. This is especially so if major corporations have held other offices in the vicinity. Annual contracts or other agreements can be made between the travel agent and the firms. Big multiple agencies usually have branch offices in these locations. Advertising is usually in national media, trade or business magazines and any appropriate local media.

Next there are suburban agencies that serve the residents of dormitory suburbs. Located in the main shopping areas they sell holidays, usually inclusive and semi-inclusive package tours and independent travel facilities. If any firm has its office nearby, the agent may of course try to sell business travel services to it. Demand tends to be seasonal and in off-peak periods they may make tempting 'special offers' or, more usually, will promote strongly any special off-peak offers of their tour operator principals. Advertising is usually concentrated in appropriate local media. If they were part of a multiple agency, they would expect to benefit from any national advertising of the tour operators whose products they sell. Because of the lower costs a high level of turnover as required by city center locations is not essential. However the seasonality of the business requires them to get the most business they can during peak sales periods. The fact that holidays are being taken more evenly through a year has eased this problem.

County town agencies serve the resident population and business community in their towns. Surveys have been shown that mix of holiday and business travel make these agencies for the more profitable ones. Their value to business organizations located outside cities and large towns can be considerable if they are able to offer a sound service on business travel. *Business house agencies* are intended chiefly to serve the needs of industrial and commercial enterprises but they will also deal with personal holiday needs, particularly from staff of their clients. They are most effective when employing direct marketing to potential client firms. This involves the visits by appropriate agency staff to the travel decision-makers in the firms, with supporting direct mail shots, letters and telephone calls. For the casual holiday customer, the agency depends on its name being known and their reputation for handling business travel efficiently. Window and other displays are also used. Advertising is usually related in business journals and the *Financial Times*.

Some tour operators would like to do without travel agents, who are seen by them to be rather expensive post boxes without brand loyalty. These principals believe that they can improve their profitability and/or be able to charge lower prices, if they can save the middlemen's commission. In reality, if tour operators wish to achieve nationwide courage for their products and appeal effectively to their target markets, it is doubtful, if they could do this on their own. Even the direct sellers, depending on the expensive business of direct mail have to select target markets carefully, if costs are to be kept within bounds. Besides increasing postal charges they have to contend with rises printing costs for brochures and leaflets. For maximum impact these publications have to be in several colours and this adds to printing costs. Current practice now relies on advertisements raising requests for brochures, avoiding the cost

of unsolicited mass mailings. The basic role of the travel agent is to provide a convenient location where potential travelers may first obtain all the information necessary to make buying decisions and then conclude the purchase. It is of no great significance to the customer that the agent does not carry stock but concludes the purchase by a call on a principal's own stock.

6.3.3 TRAVEL AGENTS/TOUR OPERATORS FACILITIES IN CHENNAI CITY

In Chennai City there are eleven tour operators recognized by tourism Development Corporation. There are Trade Wings, Binny Travel Service, Travel Corporation Of India, Sita World Travels, Holiday Nepal, Asian Travels, Mercury Travels, Thomas Cook's, Stic Travels, Gay Travels, Easement Travels & Tours. The tour operators locate their business establishments in the vicinity of major hotel complexes. Therefore, all the agents are located in the central part of the city.

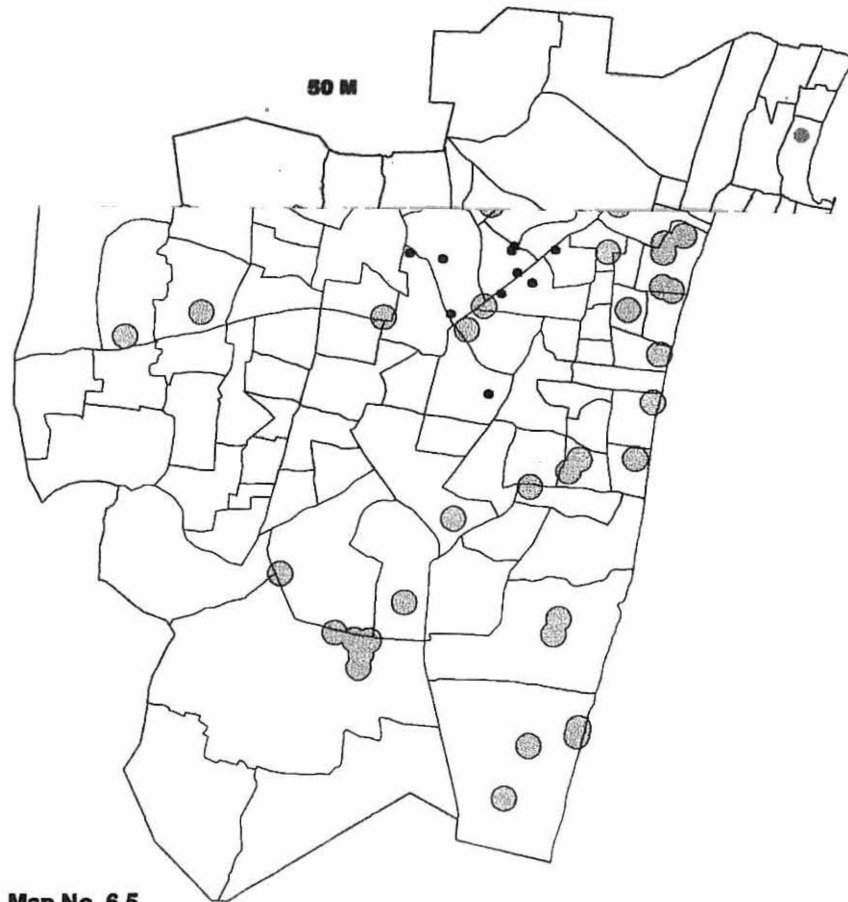
6.3.4 IMPACT OF TRAVEL AGENTS/TOUR OPERATORS

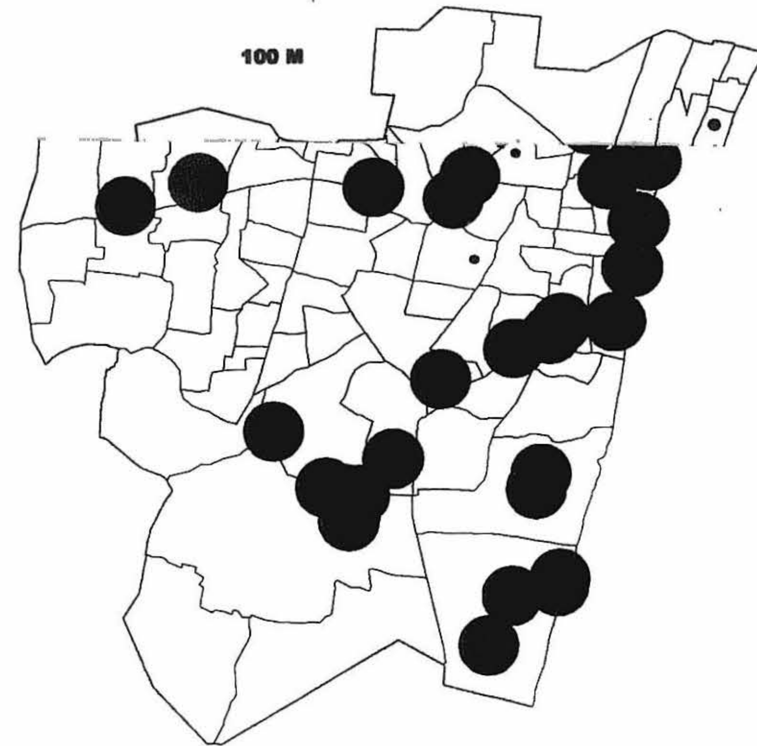
On the basis of location (analysis) aspects how the travel agent / tour operators influence the location of tourist spot/site. To find out the impact of tourist spot on travel agent / tour operators has been analyzed in terms of buffer, which is one of the GIS analysis carried out for the location of all tourist spots/sites in Chennai city. The proximity distance of 50, 100, 200, 500 meters (which is walk-able distances by anyone) for the each location of tourist spots has been considered and it is termed as point buffer. To find the range of influence of travel agents / tour operators with tourist

CHENNAI CITY

TRAVEL AGENTS/TOUROPERATORS AND TOURIST SPOTS
(Buffers around Tourist Places for 50 - 500 M)







Map No. 6.5

spots, or to find the impact, the two themes should be superimposed one over the other. One of the themes is the proximity distances ranging from 50 – 500 meters of the tourist spots/sites in Chennai city. The other one is the locations of the travel agent / tour operators in the same Chennai city. While superimposing the (Map No. 6.4) proximity distance of the tourist spots/sites with 50 meters over the locations of the travel agent / tour operators in Chennai city. There are no locations which fall within the 50 meters distance of the tourist spots in Chennai City and only 3 locations fall only within the 500 meters of maximum accessibility distance from the spots. This explains that the distance should be close between tourist spot and travel agent / tour operators and it shows people can reach the travel agent / tour operator's location easily by walk to seek the place of travel agent / tour operators.

Whereas by superimposing the locations of travel agent / tour operators over the 100 meters distance of buffer for the each of the tourist spots/site in Chennai city, there are no locations which fall within the 100 meters distance from the tourist spot, only 3 locations fall within the 500 meters of maximum accessibility distance from the spots. While Super imposing the locations of travel agent / tour operators over the 200 meters distance of buffer from the each of the tourist spots/sites in Chennai city, there are no locations which fall within the 200 meter distance from the tourist spots/sites, only 3 locations, within the 500 meters of maximum accessibility distance from the spots. While super imposing the locations of travel agent / tour operators over the 500 meters distance of buffer for the each of the tourist spots in Chennai city, there are 3 locations which fall within the 500 meters distance from the tourist spots out of 11 locations in Chennai City. The percentage is 27.27 (Map No. 6.5).

CHENNAI CITY
TOUR OPERATORS/TRAVEL AGENTS



TRADE WINGS
TRAVEL CORPN OF INDIA
GAY TRAVELS
BINNY TRAVEL SERVICE
SITA WORLD TRAVELS
THOMAS COOK'S
HOLIDAY NEPAL
ASIAN TRAVELS
MERCURY TRAVELS
STIC TRAVELS
EASTMENT TRAVELS & TOURS

LEGEND

TOUR OPERATORS/TRAVEL AGENTS

ADMINISTRATIVE BOUNDARY
CITY BOUNDARY
COASTLINE
DIVISION BOUNDARY

Map No. 6.4

While super imposing the locations of travel agent / tour operators over the 500 – 50 meters distance of buffer for the each of the tourist spots in Chennai city, there are 8 locations which fall outside the 500 – 50 meters distance from the tourist spots out of 11 locations in Chennai City. The percentage is 72.72 (Map No. 6.6). This shows that people cannot reach the travel agent / tour operators offices by walk without any mode of transport, as compared to the travel agent / tour operators located beyond the 50 or 100 meters of the tourist spots. So it is observed that there is a need for travel agents / tour operators to be located near the tourist spots.

6.4 TOURIST AID FACILITIES

Vogt, C. A. , Stewart, S. I., & Resenmaier, D. R. explained about the communication strategies to reach first time visitors. The results showed a person's own travel files, as a vacation planning reference, was more popular than information sources previously reported in travel studies. Schoenbachler, D. D., Benedetto, A. Di. , Gordon G. L. , & Kaminski, P. F. (1995), examined the split-run assessment technique in state tourism advertising research and to present the findings of an empirical study using the technique to evaluate state advertising effectiveness.

Turnull, D. R. , & Uysal, M. (1995) compares and contrasts German overseas visitors to three destinations: North America, Latin America and the Caribean. More specifically the study examines push and pull factors of travel motivations and types of information sources by destination types. The study concludes with appropriate regional tourism marketing implications. Oppermann, M. (1995) discussed various aspects of travel patterns with respect to the family life cycle (FLC). This study has

CHENNAI CITY - 1991

TOUR OPERATOR / TRAVEL AGENTS AND TOURIST SPOTS
(Buffer around Tourist Places for 50 - 500 M)



LEGEND

BUFFER IN METRES
- 50
- 100
- 200
- 300
- 400
- 500

● TOUR OPERATORS/TRAVEL AGENTS

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- DIVISION BOUNDARY

Map No. 6.6

been argued that longitudinal approach can be valuable additions to the commonly used cross-sectional inquiries in market research and positioning. Kinsley, I. , Fesenmaier, D. R. (1995) explained Travel information Kiosks: An Emerging communications channel for the Tourism Industry.

Jurowski, C. , Olsen, M. D. (1995) described scanning the environment of Tourism Attractions: A context analysis approach. They tried to identify patterns of activity that exist in the context of the general environment of the tourism industry and to identify possible trends emanating from this environment that will likely shape the structure of the industry over the next 10 years. Lee, C. , & Kyung-Sang, K. (1995), examined the secondary impact as compared to the primary impact of foreign tourist receipts on the South Korean economy for output, personal income, using an input-output model. They analyzed the performance of the tourism industry as compared to other export-oriented industries in terms of multipliers and substitution effect. Paul Weeks (1996), described about the Tourists or Terrorists: Tourism's Take over of the Internet. He concluded that tourism has always been interested in new approaches that would enhance customer's perceptions and enjoyment of the business.

Tourist board or organizations, whether national, regional or area based of whatever title, are usually quasi-governmental bodies. Automobile Association and Royal Automobile Club are the organizations which provide essential support services to those taking a motoring holiday. They provide advice and assistance on the best routes, maps and related matters. They also provide a breakdown and recovery service. The user must however be a member of the organization or of an affiliated body in their own home country.

The tourism industry is characterised by having a number of associations, voluntary and compulsory, between enterprises in the same business (e.g. hotels) or which offer complimentary products or services. Their activities vary considerably in nature, scale and scope. While the promotion of their businesses and localities are their main objectives, they do also sometimes take interest in conservation, controlling standards, improving facilities and encouraging civic pride. Most are also concerned with providing information and liaising with other public and especially tourism interests.

These associations are split into two distinct groups. First there are the professional bodies where the bulk of the memberships are individual members and entrepreneurs, engaged, in a particular profession. The individual members are mainly concerned with obtaining status or prestige through their membership but they also have a common interest in other objectives. These include establishing educational standards for membership, setting standards of behaviour, codes of conduct and limiting membership to those in the appropriate sector of the industry. An example is the Tourism Society while in the broader business context; the Institute of Marketing is another.

Trade associations on the other hand are groups of companies active in a particular trade. Their general objectives are very similar to those of the professional bodies. They are also keen to promote the standing interests of their trade, the exchange of view and achieving cooperation with other associations in their industry. They may also be involved in achieving representation on these other bodies and any negotiations that may be necessary for mutual benefit. There are two methods takes into account

what is happening in the field of tourism. It divides market into primary, secondary and opportunity ones.

Primary markets are those tourist-generating areas, which are actually providing the main portion of the tourist traffic to a destination or resort. The people from these areas are generally knowledgeable of the destination. While the untapped potential may be less than half total demand, these are the markets where sellers of tourism products should concentrate their efforts. It should be relatively easy to achieve optimal sales from them. However it is important to keep track of changes in customer needs so that the packages and facilities offered keep pace with their changing requirements.

Secondary markets are those providing some tourist traffic but their potential is much greater. Either the majorities of potential tourists are not aware of the attractions of a particular country or have been better sold to go to others. These markets can be turned into primary ones if the right research and then marketing approach is used.

Opportunity markets are area distant from the destination country and normally provide few tourists. On the occurrence of some special event, there can be a sudden but short-lived increase in tourist traffic. In general however it is seldom that opportunity markets can be turned into long-term secondary or primary ones. There are some other classifications, which may be helpful in the planning and management of travel and tourism. These include mode of transport used, educational travel and the scope of the envisaged travel or journey. However these are used more effectively as sub-classifications of those discussed above.

Tourism destinations can only be successful if they attract enough customers or tourists. The different sectors of the tourism industry at any destinations depend for their success on tourists coming to them in large numbers, and spending money. Without tourist spending, many transport, accommodation and catering facilities and tourist attractions would go out of business. Any destination, whether it is a country, or a region within a country, or even a single town or resort, must work and hard to attract visitors, in order to be successful in tourism.

Tourism promotion is the name given to the business of persuading tourists to visit a particular destination, i.e. working to attract visitors to a particular country, region or town. It is not usually enough for a destination to have beautiful scenery, comfortable hotels, a variety of tourist attractions and good transport networks. People need to be told about the destination and encouraged to visit the one in particular, rather than any other place. Tourism promotion is concerned with making potential visitors aware of a destination and persuading them to choose it in preference to any other.

Promotion is so important to tourism that most destinations have established official organizations, which are responsible for encouraging people to visit them. On an even more local scale than the regional tourist organizations, individual towns, cities and districts have set up their own local tourist offices to promote tourism to the places they represent. Tourist Information (facility) plays a vital role to promote the tourism industry with tourist needs.

6.5 TRAVEL AID FACILITIES IN CHENNAI CITY

6.5.1 TRAVEL AID CENTRES

Travel Aid centre is a place where brochures or tourism information are available. In Chennai both private travel aid centers and public travel aid centers the tourist information are available. The travel aid is provided at various locations which are found in Hotels, Airports, Offices of Travel Agencies etc. The following list categorises such locations.

(a) TOURISM DEVELOPMENT BOARDS

- ITDC
- TTDC
- State Information Centre
- Hariyana, Kerala, Rajestthan, Up. West Bengal Tourist Information.

(B) TRAVEL AGENTS/TOUR OPERATORS

- Sherif Travels
- Bharat Travels
- Binny Travels
- Ram Mohan Travels
- Geetha Travels
- Mercury Travels
- Thomas Cook
- Govan Travels

- Stic Travels
- Thirupathi Informtion Centre
- Gay Travels
- Blaze Rent – a – Car
- Press Information Bureau
- Orient Express

(C) PUBLIC COMMUNICATION OFFICES

- Customs House
- Genral Post And Telegraph Office
- Anna Salai Head Post Office And Philatelic Bureau
- State Information Centre
- Southern Railway Booking Office
- Automobile Association Of South India
- Pass Port Office
- Chief Immigration Office
- Foreigners Regional Registration Office

(D) PUBLIC TRANSPORT OFFICES

- Central Station
- Egmore Station
- Chennai Metropolitan Bus Terminus
- Pallavan Transport Corporation
- Thiruvalluvar Transport Corporation

(E) AIR LINES AND SHIPPINGS

- Air India
- Indian Air Lines
- British Air Ways
- Lufthansa
- Singapore Airlines
- Malasiyan
- Air Lanka
- Air France
- Emirates

6.5.2 LOCATION AND DISTRIBUTION OF TRAVEL AID

To find out the distribution of travel aid in Chennai city, it has been divided into three sectors on the basis of distance in meters from the coast. They are < 2000 meters, 2000 – 5000 meters, and 5000 – 10,000 meter, approximately parallel to the coastline. The number of the locations of travel aid centers within these distance sector shows that (Table No. 6.2) 19 centers are found in these 200 meters from the coast, which is 42.22% and, 26 are within the 2000-5000 meters. There are no travel aid centers within the distance of 5000-10,000 meters from the coast. Out of 45 locations in Chennai city, 26 locations fall within the distance of 2000 and 5000 meters of the coastal area. The distributions of travel aid are more in the 2000 - 5000 meters of the Chennai city. As one goes on towards the periphery of the city it gradually decreases in number and also is sparsely distributed. More clusters are found in the core of the City (Map No. 6.7).

CHENNAI CITY
TRAVEL AID CENTERS

N

RAILWAY LOST PROPERTY OFFICE
EXPRESS BUS STAND
MOFUSSIL BUS STAND
TN DEPT. OF TOURISM
PALLAVAN TRANSPORT CORPN.
THIRUVALLUVAR TRANSPORT CORPN.
PASSPORT OFFICE
THOMAS COOK
TRAVELS
TIRUPATI INF. CENTRE

LEGEND

- ● TRAVEL AIDS

ADMINISTRATIVE BOUNDARY
- CITY BOUNDARY
- COASTLINE
- DIVISION BOUNDARY
- DIRECTIONS
- DISTANCE FROM COASTLINE

Map No. 6.7



Table No. 6.2

Distance from the coast (distance in meters)	No. of locations (by count)	Percentage of Locations
Below 2000	19	42.22
2000 – 5000	26	57.77
5000 – 10,000	-	-
Total	45	100

6.5.3 IMPACT OF TOURISM SPOTS ON TRAVEL AID

On the basis of location (analysis) aspects it is easy to understand how the travel aid influences the location of tourist spots/sites. The impact of tourist spot on travel aids has been analyzed in terms of buffer, which is one of the GIS analysis carried out for the location of all tourist spots/sites in Chennai city. The proximity distances given are of 50, 100, 200, 500 meters (which is walk-able distances by anyone) for each location of tourist spots and, it is termed as point buffer. When the location of each travel aid center is superimposed over the tourist spot at different distances it shows that the tourist spots/sites with 50 meters has 1 location. This infers that if the travel aid center is near the tourist spot and people can reach the travel aid center (location) easily by walk. Whereas by superimposing the locations of travel aid center over the 100 meters distance buffer for the each of the tourists spots/site in Chennai city, there are 3 locations which fall within the 100 meters distance. 19 locations fall within the 500 meters of maximum accessibility distance from the spots. The over lay of travel aid center above the 200 meters distance of buffer over tourist spots/sites in Chennai City shows that there are 6 locations which fall within the 200 meter distance from the tourist spots/sites and 19 locations fall within the 500 meters of maximum accessibility distance from the spots.

Similarly the overlay of travel aids over the 500 meters distance of buffer for the each of the tourist spots in Chennai city shows that 19 locations fall within the 500 meters distance from the tourist spots out of 45 locations. The percentage is 42.22 (Map No. 6.8).

On super imposing the locations of travel aid center over the 500 – 50 meters distance of buffer for the each of the tourist spots in Chennai city, it is observed that 26 locations fall outside the 500 – 50 meters distance, out of 45 locations in Chennai City. The percentage is 57.77 (Map No. 6.9). It indicates the importance of the location of travel aid centers near the tourist spots.

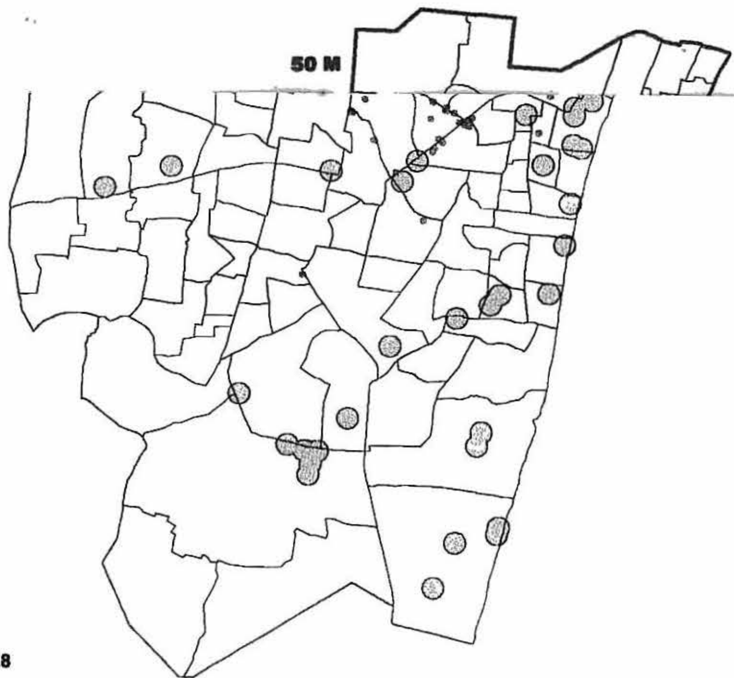
6.6 POTENTIAL TOURIST SPOTS

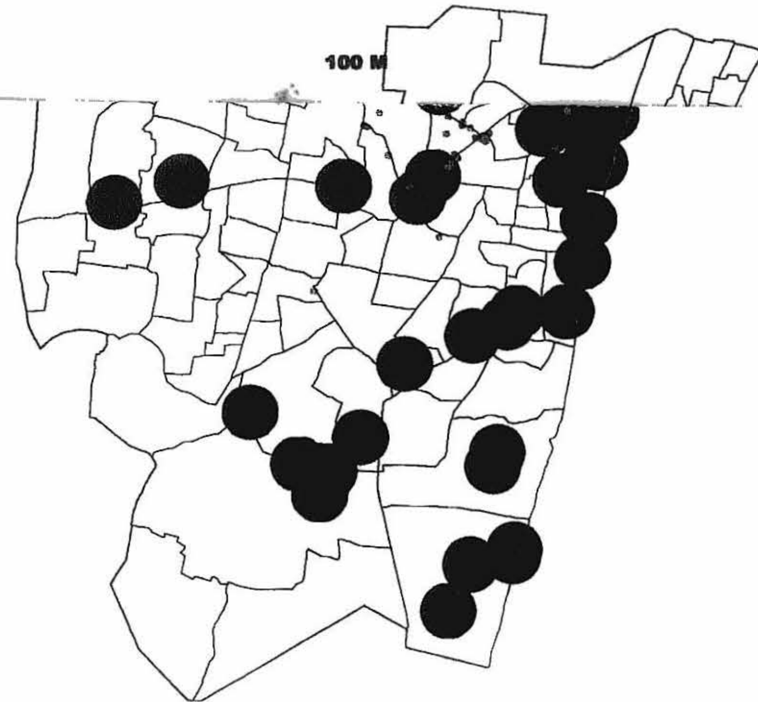
On the basis of Infrastructure availability, by using GIS analysis of Buffer, Overlay and Clipping techniques the variance (ranges) between potential to non-potential tourist spots have been identified. According to the total number of 5 infrastructures viz. accommodations, restaurants, tour operator/travel agents, travel aid centres, shopping centers etc, potential tourist locations have been identified. The tourists spots have been classified as Excellent tourist spots, very good tourist spots, good position tourist spots, low level tourist spots, very low tourist spots and non-potential tourist spots in Chennai City. These details (Table No. 6.3) have been transferred into a located bar map which shows the variance between from potential to non-potential tourist spots for whole of Chennai City.

CHENNAI CITY

TRAVEL AID CENTRES AND TOURIST SPOTS
(Comparitive Buffers around Tourist Places for 50-500 M)







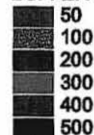
Map No. 6.8

CHENNAI CITY
TOURIST AID CENTERS
(Buffer around Tourist Places for 50-500 M)



LEGEND

BUFFER IN METRE



50
100
200
300
400
500
TRAVEL AIDS

ADMINISTRATIVE BOUNDARY
CITY BOUNDARY
COASTLINE
DIVISION BOUNDARY

Map No. 6.9

Table No. 6.3

Name of Tourist Spots	Accommodation	Restaurants	Travel Agents	Travel Aids	Shopping	Potential Grade
KACHALEESWARAR TEMPLE	1	0	0	0	0	2
KANDASWAMY TEMPLE	5	0	0	0	0	2
HIGH COURT	0	0	0	0	0	1
PERIAMET MOSQUE	0	0	0	0	0	1
ANNA TOWER	7	0	0	0	0	2
FORT MUSEUM	0	0	0	0	0	1
CLIVE'S CORNER	3	0	0	0	0	2
ST. MARY'S CHURCH	0	0	0	0	0	1
FAIR LANDS	1	0	0	0	0	2
WAR MEMORIAL	0	0	0	0	0	1
GANDHI ILLAM	2	1	1	5	2	6
GOVT. MUSEUM	18	0	0	0	4	3
NATIONAL ART GALLERY	17	0	0	0	6	3
ANNA MEMORIAL	5	0	0	0	0	1
AQUARIUM	2	1	0	0	0	3
PARTHASARATHI TEMPLE	2	0	0	0	0	2
BIG MOSQUE	2	0	0	0	0	2
THOUSAND LIGHTS MOSQUE	2	4	1	3	4	6
ST. GEORGE'S CATHEDRAL	2	3	1	1	2	6
SHANTINATH JAIN MANDIR	6	0	0	0	1	3
VALLUVAR KOTTAM	5	0	0	0	0	1
VADAPALANI TEMPLE	1	0	0	0	0	1
CINEMA STUDIO	4	0	0	0	0	1
LIGH HOUSE	1	0	0	0	0	1
SANTHOME BASILICA	1	0	0	0	0	1
KAPALEESWARAR TEMPLE	6	1	0	0	2	4
SRI RAMAKRISHNA MATT	5	0	0	0	0	3
SAI BABA TEMPLE	0	0	0	0	0	1
SAI BABA MATT	1	0	0	0	0	2
LITTLE MOUNT CHURCH	0	0	0	0	0	1
KAMARAJ MEMORIAL	0	0	0	0	0	1
GANDHIJI MEMORIAL	0	0	0	0	0	1
RAJAJI MEMORIAL	0	0	0	0	0	1
SNAK PARK	0	0	0	0	0	1
THEOSOPHICAL SOCIETY HQRS.	0	0	0	0	0	1
BANYAN TREE	0	0	0	0	0	1
VELANKANI CHURCH	1	0	0	0	0	2
MAHALAKSHMI TEMPLE	1	0	0	0	0	2
KALAKSHETRA	0	0	0	0	0	1
MARUNDEESWARAR TEMPLE	2	0	0	0	0	2
BIRLA PLANITORIUM	0	0	0	0	0	1
GUINDY CHILDREN'S PARK	0	0	0	0	0	1
ARMENIAN CHURCH	32	2	0	5	6	5
CENTRAL STATION	13	1	0	0	1	4
RIPON BUILDING	4	1	0	0	0	3
ST. ANDREW'S KIRK	22	1	0	0	0	3

Table No. 6.3 (Cont.)

INTEGRAL COACH FACTORY	0	0	0	0	0	1
Adhipuriswarar Temple	0	0	0	0	0	1
CHEPAUK PALACE	7	0	0	0	0	2
UNIVERSITY BUILDING	0	0	0	0	0	1
MARINA BEACH	7	0	0	0	0	2
PRESIDENCY COLLEGE	2	0	0	0	0	2
ST. THOMAS MOUNT	0	0	0	0	0	1

I – Excellent potential tourist spots in Chennai City are represented on the located map. This map shows the potential tourist spots in Chennai City. Three potential tourist spots have been identified on the basis of good Infrastructure; they are (i) Gandhi Illam, (ii) Thousand light, and (iii) St. George's Cathedral.

Gandhi Illam, is one of the excellent potential tourist spot in Chennai City. Here, travel aid centers are available more than restaurants and travel agents. Other available infrastructures are accommodation and shopping centers. Thousand light, which is also one of the excellent potential tourist spot has more restaurants than accommodation and travel agents. The availability of shopping center and travel aid centers are high in this tourist spot. St. George's Cathedral has many restaurants than travel agents and travel aids. The accommodation and shopping centers are very good in this tourist spot. On the whole the dominating infrastructures are travel aids, accommodations, restaurants and shopping centers.

II – Excellent potential tourist spots are shown in map as located map. This map depicts that potential tourist spots in Chennai City. One very good tourist spot identified in Chennai City on the bases of Infrastructures availability in Chennai City, is

Armenian Church. The Armenian Church is the very good tourist spot in Chennai City. The accommodation is available more than restaurants and travel agents.

III – the Good position tourist spots in Chennai City, using GIS tool has been shown in map as located map. This map shows the level of potential tourist spots in Chennai City. Two good potential tourist spots identified in Chennai City on the basis of Infrastructures are (i) Kapaleeswarer temple (ii) Central Station. kapaleeswarar temple, Accommodation facility is better than travel agents and travel aids. Other important infrastructures available here are shopping centers and restaurants. Central Station is one of the good tourist spots in Chennai City. Here accommodations are more in number than travel agents and travel aids. Shopping centers and restaurants are plenty in this tourist spot (Map No. 6.10).

IV – The low potential tourist spots in Chennai City, using GIS tool has been shown in map (Map No. 6.11) as located map. This map shows that the low potential tourist spots in Chennai City using GIS. Seven low potential tourists spots identified in Chennai City on the bases of Infrastructures are (i) Santhinath Jain Mandhir (ii) Rippon Building (iii) St. Andrews Kirk, (iv) Government Museum, (v) National Art Gallery (vi) Aquarium (vii) Sri Ramakrishna Mutt.

Santhinath Jain Mandhir, is one of the low potential tourist spots in Chennai City, because there are less travel aid centres, restaurants and travel agents. Good infrastructure, accommodation and shopping facilities are available here. Rippon Building, is one of the low potential tourist spots in Chennai City, where accommodation is more than travel agents, travel aids and shopping centres. St.

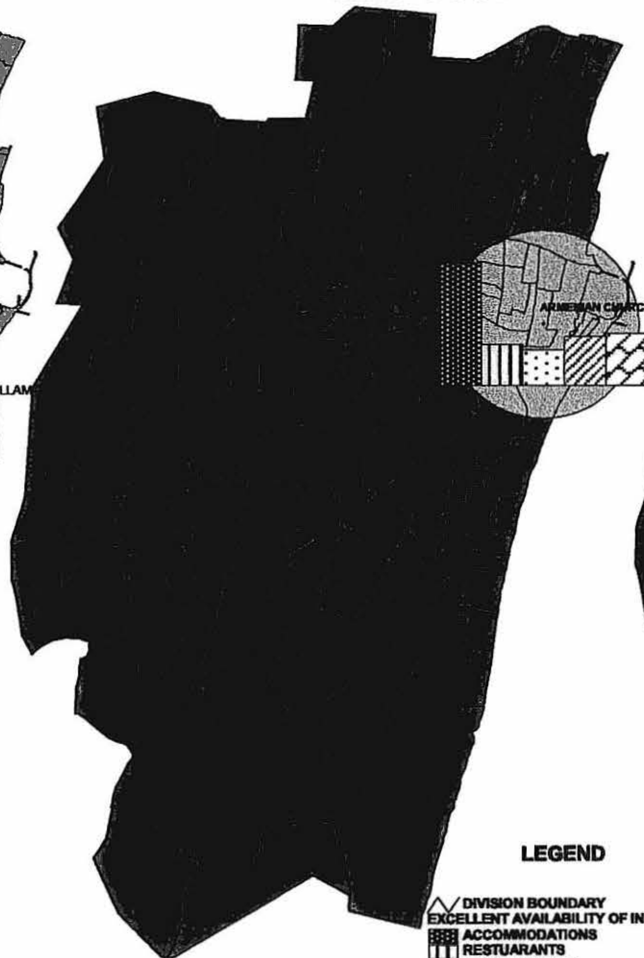
CHENNAI CITY
POTENTIAL TOURIST SPOTS



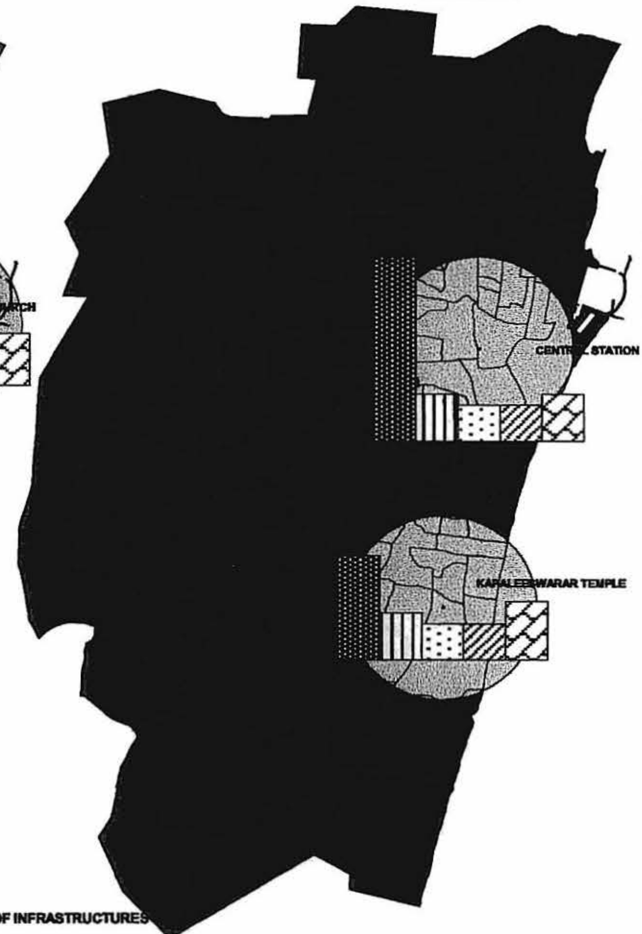
EXCELLENT



VERY GOOD



GOOD



LEGEND

DIVISION BOUNDARY
EXCELLENT AVAILABILITY OF INFRASTRUCTURES
ACCOMMODATIONS
RESTUARANTS
TRAVEL AGENTS
TRAVEL AIDS
SHOPPING CENTERS
POTENTIAL TOURIST SPOTS
VERY GOOD POTENTIAL TOURIST SPOTS
GOOD POTENTIAL TOURIST SPOTS.shp

Map No. 6.10

CHENNAI CITY
MEDIUM POTENTIAL TOURIST SPOTS



SANTINATH JAIN MANDHIR

RIPON BUILDING

ST. ANDREWS KIRK

GOVERNMENT MUSEUM

NATIONAL ART GALLERY

AQUARIUM

SRI RAMAKRISHNA MATT

LEGEND

DIVISION BOUNDARY

MEDIUM AVAILABILITY OF INFRASTRUCTURES

- ACCOMMODATIONS
- RESTAURANTS
- TRAVEL AGENTS
- TRAVEL AIDS
- SHOPPING CENTERS

No. 6.11

Andrew Kirk,, is also one of the low potential tourist spots in Chennai City. Except accommodation no other infrastructure is available in this tourist spot.

The Government Museum is a low potential tourist spot because of the following factors. Accommodation is available in plenty, but there is lack of travel agents and travel aid centers. The next available infrastructure for tourism attraction is shopping, which is available here. The National Art Gallery is also considered as a low potential tourist spot due to lack of travel agents, and travel aid centers. Here there are restaurants in plenty.

The Aquarium is also a low potential tourist spot due to lack of Travel agents and tourist aid centers. Accommodation and restaurants are available here. Sri Ramakrishna Matt is again a low potential tourist spot, mainly because of non-availability of travel agents and travel aid centers. In this spot too there are restaurants and shopping complexes. On the whole it is observed that the above-discussed spots have accommodation, shopping centers and restaurants as infrastructure facility.

V – Very low potential tourist spots in Chennai City, using GIS tool has been located in map (Map No. 6.12). Fourteen very low level potential tourists spots are identified in Chennai City on the basis of Infrastructure availability. They are (i) Kachaleeswarar temple (ii) Kandaswamy temple (iii) Clive's Corner (iv) Fair Lands (v) University of Madras (vi) Big Mosque (vii) Chepauk Palace (viii) Presidency College (ix) Parthasarathi temple (x) Sai Baba Matt. (xi) Anna Tower (xii) Velankani Church (xiii) Mahalakshmi temple (xiv) Marundeeswarar temple. In all these very low tourist

CHENNAI CITY
LOW POTENTIAL TOURIST SPOTS



KACHALEESWARAR TEMPLE
ANNA TOWER
KANDASWAMY TEMPLE
CLIVE'S CORNER
FAIR LANDS
UNIVERSITY BUILDING
BIG MOSQUE
CHEPAUK PALACE
PRESIDENCY COLLEGE
PARTHASARATHY TEMPLE
SAI BABA MATT
VELAKANI CHURCH
MAHALAKSHMI TEMPLE
MARUNDEESWARAR TEMPLE

LEGEND
DIVISION BOUNDARY
VERY LOW AVAILABILITY OF INFRASTRUCTURES
ACCOMMODATIONS
RESTAURANTS
TRAVEL AGENTS
TRAVEL AIDS
SHOPPING CENTERS

Map No. 6.12

spots, accommodation is the only infrastructure available. Other infrastructure like restaurants, travel agents, travel aids, shopping centers are absent.

VI – Non-Potential tourist spots in Chennai City, using GIS tool has been located in a map (Map No. 6.13). Six non-potential tourist spots are identified in Chennai City on the basis of availability of Infrastructure. They are (i) Anna Memorial (ii) Valluvarkottam (iii) Vadapalani temple (iv) Cinema studio (v) Light house (vi) Santhome Basilica. Almost all the non-potential tourist spots do not have any Infrastructure facility, except six tourist spots which have good accommodation facility but lack in other areas like restaurants, travel agents, travel aids, and shopping centers etc.

6.7 DISTANCES FROM (50 TO 500 METERS) TOURIST SPOTS AND AVAILABILITY OF INFRASTRUCTURE

The Table No. 6.7 explains that the number of availability of infrastructure from tourist spots on the distances of 50 to 500 meters of buffers.

Table No. 6.4

Buffer distances Upto (in mts.)	Accommodation (No. Of locations)	Restaurants (No. of locations)	Shopping Centers (No. of locations)	Tour Operators (No. of locations)	Travel Aid Centers (No. of locations)
50	17	3	-	-	1
100	43	4	4	-	3
200	77	8	11	-	6
500	154	12	26	3	19
500 <	168	14	46	8	26
Total	322	26	72	11	45



CHENNAI CITY
LOCAL TOURISM POTENTIAL

ADHIPURISWARAR TEMPLE

INTEGRAL COACH FACTORY

HIGH COURT

PERIAMET MOSQUE

FORT MUSEUM

ST. MARY'S CHURCH

WAR MEMORIAL

ANNA MEMORIAL

VADAPALANI TEMPLE

CINEMA STUDIO

MARINA BEACH

LIGHT HOUSE

SANTHOME BASILICA

SAI BABA TEMPLE

LITTLE MOUNT CHURCH

BIRLA PLANITORIUM

KAMARAJ MEMORIAL

BANYAN TREE

THEOSOPHICAL SOCIETY

GANDHI MEMORIAL

GUINDY CHILDREN'S PARK

SNAKE PARK

KALAKSHETRA

LEGEND

POOR AVAILABILITY OF INFRASTRUCTURE

- ACCOMMODATIONS
- RESTAURANTS
- TRAVEL AGENTS
- TRAVEL AIDS
- SHOPPING CENTERS
- DIVISION BOUNDARY

Map No. 6.13

Locations of accommodation, restaurants, shopping centers, tour operators, and travel aid centers falls within the buffer distances of 50-500 mts. from the tourist spots in whole Chennai City has been given (Table No. 6.7). The above table shows that the importance and necessity of infrastructure and facilities availability in and around the tourist spots at least within 500 mts. as walk able distance from tourist. In buffer within, 50 mts. from the tourist spots, 17 accommodations out of 322 accommodations, 3 restaurants out of 26, and 1 travel aid center out of 45 are available in Chennai City. Within 100 mts. 43 accommodations, 4 restaurant, 4 shopping centers out of 72 and 3 travel aid centers. Within 200 mts. 77 accommodations, 11 shopping centers, 8 restaurants and 6-travel aid centers are available. Within 500 mts. 154 accommodations, 26 shopping centers, 19 travel aid centers, 12 restaurants, 3 tour operators are available. Beyond the 500 mts. 168 accommodations, 46 shopping, 26 travel aid centers, 14 restaurants, 8 tour operators are located. While looking at the inside and outside the 500 mts. Buffer, more number of infrastructure facilities falls outside the 500 mts. buffer. Whereas within the 500 mts. accommodation facilities are more followed by shopping centers, travel aid centers and restaurants;

6.8 SUMMARY

This chapter has given an insight into the tourism and travel aid facilities in Chennai city. Focus has been mainly on the transportation facilities, travel agents/tour operator, tourist aid facilities, and potential tourist spots. With the help of GIS tool availability of infrastructure in the tourist spots have been effectively analysed. This gives a clear understanding of the need of improving facilities in tourist spots for promotion of local tourism.

CHAPTER VII

CHAPTER VII

CHAPTER - VII

7.7 INFLUENCE OF INCOME

7.7.1 INCOME WITH CHOICE OF MODE AND TIME OF VISIT

7.7.2 INCOME AND PLACE OF VISIT

7.8 SUMMARY

CHAPTER 7

7 LOCAL TOURISM: FACTS FROM FIELD SURVEY

7.1 INTRODUCTION

In the past few years Chennai city and its surroundings have undergone both land use and socio-economic changes. The city and its suburban areas have shown growth of population, housing, shopping areas, restaurants, and changes in life styles of the people. The core areas of the city have also experienced tremendous urban renewal activities; thereby old buildings are replaced by modern multistoried structures, residential buildings into commercial or shopping complexes, traditional small provision-grocery-home needs shops into medium to large departmental stores, and combined textile shops into specialized apparel centres. There are additions to the facilities into tune with changes in life styles; computer centers, internet knowledge, coffee shops, fast food joints and club activities are some of the new utilities sprang up in recent years. The city's surroundings, therefore, have changed to meet the commercial and basic - non-basic needs of the city. A number of entertainment centres and restaurants have been established, especially in the south and south-south west parts of the city.

The day visitor has options to choose the day of visit, mode of travel and place of visit. It is usually the week ends or school vacations, holiday periods in which the day trip is undertaken. It is also interesting to note that local tourism is mostly related to income levels of the people. The visitors (or the groups) along with the enjoyment

of the trips also carry the memory of their anticipated – actual experience of visits, tour operators restaurant services and short stay locations. This perception of places, utilities and people involved in offering the services by the local tourists is therefore the theme of presentation for the present chapter

7.2 SAMPLE SURVEY OF LOCAL TOURISM

7.2.1 SAMPLE AREA

In the present study, it is proposed to analyse the perceptional aspects of the local tourists based on sample survey methodology. The study is based on 10 sample areas. The sample areas have been chosen using multistage sampling procedure. As a first step two semi circles are drawn with a radius of 5 kms. and 10 kms. From an arbitrary centre of the city respectively. Secondly, Chennai City has been divided into five radial sectors. The location near central station is arbitrarily chosen to mark the circles and sectors. The sample areas have been chosen at the intersection of the semi circles and sectors. The areas fall on the intersection of outer semi-circle are sample of periphery outer areas and the one of inner semi-circle are called as inner sample areas. Hence 10 sample areas have been chosen in and around the Chennai City (Map No. 7.1). The corresponding city divisions of the 10 sample areas are:

(1)Adyar , (2)G.D. Naidu Nagar (Alwar pet),
(3)Kulathur, (4)Peddunaicken Pet,
(5) Kodungaiyur-west (Perambur), (6) Purasaiwakkam,
(7) Thiruvanmyur-east (Thiruvanmyur), (8) Kosamani Nagar (Vadapalani-east),
(9) Velachery, (10) Virugambakkam.

CHENNAI CITY
SAMPLE AREAS



KODUNGAIYUR(E)

KOLATHUR

EDDUNAICKEN PET

RASAIWAKKAM

VIRUGAMBAKKAM(N)

O.SU MANI NAGAR

LEGEND

PRIMARY SAMPLES

G.D.NAIDU NAGAR(E)

YAR(E)

THIRUVANMIYUR(E)

VELACHERY

Map No. 7.1

7.2.2 QUESTIONNAIRE AND THE STUDY

A structured Questionnaire has been used to collect details relating to personal profiles, socio-economic aspects perceptional aspects and preferable tourism services (Annexure – 7A). The Questionnaire covers a total of 25 questions in both languages English and Tamil to facilate the survey individual or the group to respond. The Questionnaire records the objective and descriptive type of answers for the expected results. The number of Questionnaires distributed equally for each of the 10-sample areas. The Questionnaire has been distributed to different age groups (from children to old age) of both males and females. For each location only an arbitrary, number of 30 questionnaires has been used. Whenever necessary the respond is helped to fill the questionnaire by recording the answers by the surveyor. It some reasons, a questionnaire is not complet with details that is replaced by another respondents.

7.2.3 PROFILE OF SAMPLE AREAS

(1) ADYAR

Adyar falls under the division number 152 and lies in the southern parts of Chennai City. The total population of Adyar, according to 1991 census was 28,421. Adyar belongs to the middle income and the upper middle income residential population. Adyar is known for Departmental stores, Indian Sweet shops, Restaurants, Clubs, and medium sized wholesale and retail stores. Adyar has a bus terminus and therefore is connected to various parts of the city directly. The area is within the reach of beaches, temples, Churches and number of educational institutions.

(2) G.D.NAIDU NAGAR (ALWARPET)

G.D. Naidu Nagar (Alwarpet) falls under the division number 138 and lies in southern Chennai. The total population of the G.D. Naidu Nagar sample area, according to 1991 census was 33,357 persons. It is one of the middle and lower middle income housing area where only small food stores and fewer commercial establishments are found. The area is mostly a housing part rather than a mixed land use region.

(3) KULATHUR

Kulathur falls one of the outer semi circle areas of the sample regions. Kulathur is one of the better residential areas found in the western industrial area of the city. The area is dominated by Schools, Churches, small to medium size commercial establishments and houses of mixed income groups. The area is closer to railway line and has access to local bus terminus. Unlike fast urban renewal common in southern parts , the area has recorded fewer structural changes.

(4) PEDDUNAICKEN PET

Peddunaickenpet (division number 43) is located in the northern congested parts of the city. This is one of the low income residential areas and the housing type is mostly row type with absence of any open spaces. The city expansion and renewal have very minimal impact in this area.

(5) KODUNGAIYUR-WEST (PERAMBUR)

Kodungaiyur is the northern most sample area selected for the survey. Being the outer neighbourhood, it serves as a sub urban commercial and institutional centre to the

neighbouring area. The population is predominantly of middle income and lower middle-income groups. There is perceptible change in theland use pattern of the area in recent years.

(6) PURASAIWAKKAM

Purasaiwakkam is (division number 61); which lies in the central Chennai City is one of the well known old parts. Urban renewal has been an ongoing process in this part of the city. Very modern multistoried buildings, independent houses and middle-income quarters are found side by side. It also caters to religious and commercial establishments. It has shops of various categories to meet the different income groups, social groups and age groups. A number schools and nursing homes, medical diagnostic centres are found with in the area.

(7) THIRUVANMYUR-EAST (THIRUVANMYUR)

Thiruvanmyur, though an old settlement, is known for recent housing developments. The people of this area belong to middle and high-income groups and long term residents. Thiruvamiyur is known for its beaches temples and cultural activities. It is also a commercial centre for the neighbour hoods.

(8) KOSU MANI NAGAR (VADAPALANI-EAST)

Kosu mani Nagar is located at Vadapalani in the Central parts of the city. Old residential areas and institutions surround this region. The people belong to middle income and lower middle-income groups. The urban renewal has taken place at a moderate rate in their area.

(9) VELACHERY

Velachery is developing rapidly with new residential colonies and new transportation routes. It lies on the southern part of Chennai City. The total population of Velachery sample area, according to 1991 census was 43,796. Velachery area developed as an industrial area initially; but the expending city had transformed most of the open fields and part of the industrial areas into middle income and high-income residential pockets. The area has changed rapidly with pouring migrant population. In the last few years, it has become a sub urban centre with trade activities.

(10) VIRUGAMBAKKAM-NORTH (VIRUGAMBAKKAM)

Virugambakkam is in the outskirts of Chennai City (division number of 65) and falls on the outer semi circle. The total population of Virugambakkam sample area, according to 1991 census was 47,656 in members. Virugambakkam is juxtaposioned at industrial and film industry areas. The region has grown as a large residential, commercial and institutional centre.

7.3 THE AGE, SEX AND INCOME BACKGROUND OF DAY VISITORS

7.3.1 CHILDREN – ADULT MIX

Children and adult mix status for sample population in Chennai city has been shown in the map (Map No. 7.2) as located bar diagrams. Kodungaiyur, as seen from the map has a high teenage and adult population. Children are lesser in number when compared to retired people. Peddunaickenpet, has a high children and teenage population. In Purasaiwakkam, there are more adults than retired people. Virugambakkam too has a high adult population and fewer children. Kosu mani

CHENNAI CITY
CHILDREN - ADULT MIX (Sample Population)



KOLATHUR

KODUNGAIYUR(E)

PURASAIWAKKAM

PEDDUNAICKEN PET

VIRUGAMBAKKAM(N)

KO SU MANI NAGAR

LEGEND

SEX STATUS
- RETIRED/HOUSE WIFE
- ADULT
- TEEN-AGE
- CHILDREN

G.D.NAIDU NAGAR(E)

ADAYAR(E)

VELACHERY

THIRUVANMIYUR(E)

Map No. 7.2

Nagar, has high adult population and very few retired people. In G.D. Naidu Nagar, there are more teenagers than retired people. Alwarpet and Adyar have high teenage population followed by adults. Velachery has more number of adults than children. It could be concluded that Chennai city on the whole has more adult population and fewer children.

7.3.2 AGE CATEGORIES

Age category of sample population in Chennai city has been given in the table no. 7.2. This table shows the age category of the sample population.

TABLE NO. 7.1

Chennai city – Sample Survey of sample population

AGE GROUP

	< 13	13 - 19	20 - 40	> 40
DIVISION NAME	**Age Categories in Percent**			
KODUNGAIYUR WEST (PERAMBUR)	13	27	33	27
PEDDUNAICKENPET	27	17	30	27
PURASAIWAKKAM	13	23	33	30
KULATHUR	20	20	37	23
VIRUGAMBAKKAM	13	27	33	27
KOSAMANI NAGAR (VADAPALANI EAST)	17	23	33	27
G.D.NAIDU NAGAR (ALWAR PET)	17	23	40	20
ADYAR	13	30	37	20
THIRUVANMYUR EAST	13	23	33	30
VELACHERY	20	20	37	23
TOTAL	17	23	35	25

From the table, it is known that the age group of20-40 years old is about 30-35 percent of the households in the all the sample area. People above 40 years constitute about 25 percent. The teen-agers and the children are the rest 40 – 45 percent. Almost in all the places there are fewer children (15 – 20 percent)

Age structure of sample population in Chennai City has been shown in the map (Map No. 7.3) as located bar diagram. It is observed that almost all the sample areas have the population concentrated in the age group of 20 – 40. It is also interesting to note that the lowest group of population is in the age group of below 13 years old. Further it can be concluded that the sample areas have sizableadult and children population.

7.3.3 EDUCATIONAL LEVELS

Educational level for sample population in Chennai City has been tabulated (Table No. 7.1).

TABLE NO. 7.2

Chennai City – Sample survey of Sample Population
Education Level
(Educational Level in Percentage)

DIVISION NAME	PROFESSIONAL	POST GRADUATE	UNDER GRADUATE	POLY-TECHNIQUE	HIGHER SECONDARY	HIGH SCHOOL	MIDDLE SCHOOL	UN-EDUCATED
ADYAR	7	30	17	0	23	3	20	0
G.D.NAIDU NAGAR (ALWAR PET)	0	17	20	0	30	20	13	0
KULATHUR	27	27	20	3	0	7	13	3
PEDDUNAICKENPET	7	4	19	7	15	26	11	11
KODUNGAIYUR WEST (PERAMBUR)	3	21	38	3	10	7	3	14
PURASAIWAKKAM	10	10	27	7	13	17	13	3
THIRUVANMYUR EAST	3	17	23	0	23	7	13	13
KOSAMANI NAGAR (VADAPALANI EAST)	0	7	3	7	17	30	33	3
VELACHERY	27	27	20	3	0	7	13	3
VIRUGAMBAKKAM	7	3	23	3	17	43	3	0
Total	9	16	21	3	15	17	14	5

CHENNAI CITY
AGE STRUCTURE OF SAMPLE POPULATION



KODUNGAIYUR(E)

KOLATHUR

PEDDUNAICKEN PET

PURASAIWAKKAM

VIRUGAMBAKKAM(N)

KO SU MANI NAGAR

LEGEND

AGE STRUCTURE
- BELOW 13
- 13 - 19
- 20 - 40
- 40 ABOVE

G.D.NAIDU NAGAR(E)

ADAYAR(E)

VELACHERY

THIRUVANMIYUR(E)

Map No. 7.3

In Kodungaiyur other wise called as Perambur, the population is high in the undergraduate level of education with 38 percent followed by 21 percent of Post graduates. Uneducated population is less in Kodungaiyur. Only 3 percent of the population is in professional and polytechnic schools. In Peddunaickenpet the population in the high school education is high with 26 percent whereas there are 19 percent of Under-graduates. Only 7 percent of the population is in the professional education and 4 percent are postgraduates. There are 11 percent of middle school and un-educated population in Pedducanickenpet. In Purasaiwakkam, 21 percent of populations are under graduates.

Kulathur has high percent of post graduates and professionals. The undergraduates are only 20 percent in number. 30 percent of people are uneducated. In Virugambakkam, 43 percentage of the population have undergone high school level education. There are very few uneducated people and only 3 percent of the populations are in polytechnics and middle schools. Vadapalani has a high number of populations in the high school level with 33 percent and 7 percent post graduates.

G.D. Naidu Nagar has a high population of 30 percent in the high school level. There are 20 percent under graduates and 17 percent postgraduates. In Adyar, 23 percent of the population is in high school and very low percentages of people are uneducated. Velachery, has a high post graduate and professional population. There are 20 percent of under graduates and very a low number of high school graduates. In Thiruvanmyur, high school and under graduates form a high percentage of the population. There are 17 percent post graduates and people in the polytechnic education are very low.

Educational level for sample population in Chennai City has been shown in the map (Map No.7.4) of located bar diagram. This map shows the level of Education of sample population over Chennai City.

In Kodungaiyur, there is higher number of under graduates followed by post graduates. In Peddunaickenpet, there is a high number of populations in high school followed by under graduates. Purasaiwakkam, is identified by more number of people in the undergraduate level followed by high school level. In Kulathur, it is observed that the highest numbers of literate population are professionals and postgraduates followed by under graduates. In Virugambakkam, it is noticed that the highest number of literate population belong to the under graduate and high school level followed by higher secondary. In Kosamani Nagar, there are a high number of literate populations in middle schools and high schools followed by higher secondary. In G.D. Naidu Nagar, there is a high population in higher secondary, under graduates followed by postgraduates and middle schools. Adyar, is highlighted by high population in post graduate and higher secondary schools level followed by middle schools. In Velachery, it is observed that the highest number of population is post graduates, under graduates and professionals followed by middle schools. In Thiruvanmyur, it is noticed that the highest population is in the under graduate and higher secondary level followed by post graduates, middle schools and un-educated people.

7.3.4 INCOME LEVEL

Income level of sample population in Chennai City has been given in the table no.7.3. This table shows the level of income of sample population over Chennai City.



CHENNAI CITY
EDUCATION LEVEL OF SAMPLE POPULATION

KODUNGAIYUR(E)

KOLATHUR

PEDDUNAICKEN PET

PURASAIWAKKAM

VIRUGAMBAKKAM(N)

KO SU MANI NAGAR

LEGEND

EDUCATION LEVEL
- PROFESSIONAL
- POST GRADUATE
- UNDER GRADUATE
- POLYTECHNIQUE
- HIGHER SECONDARY
- HIGH SCHOOL
- MIDDLE SCHOOL
- UN-EDUCATED/NO EDUCATION

G.D.NAIDU NAGAR(E)

ADAYAR(E)

VELACHERY

THIRUVANMIYUR(E)

p No. 7.4

In Kodungaiyur, 57 percent of the people fall in the less than Rs. 3000 category and 10 percent of population falls in the income groups of Rs. 6000-9000. Only 3 percent of population is concentrated in the income level of Rs. 12000-15000 per month.

TABLE NO. 7.3

Chennai City-Sample Survey of Sample Population

Income Level
(Income Level in Percentage)

DIVISION NAME	< 3,000	3,000-6,000	6,000-9,000	9,000-12,000	12,000-15,000	> 15,000
KODUNGAIYUR WEST (PERAMBUR)	57	30	10	0	3	0
PEDDUNAICKENPET	68	18	0	0	14	0
PURASAIWAKKAM	6	78	3	9	0	3
KULATHUR	40	43	0	3	13	0
VIRUGAMBAKKAM	33	37	23	7	0	0
KOSAMANI NAGAR (VADAPALANI EAST)	66	24	3	3	3	0
G.D.NAIDU NAGAR (ALWAR PET)	59	30	7	4	0	0
ADYAR	21	24	10	17	7	21
THIRUVANMYUR EAST	29	26	16	13	3	12
VELACHERY	40	43	0	3	13	0
%	41	36	7	6	6	4

In Peddunaickenpet, 68 percent of the population falls in the below Rs.3,000 category and 14 percent in the income level of 12000 to 15000. Purasaiwakkam, is characterized by 78 percent of population in the Rs. 3,000-6,000 category and 9 percent in the income level of 9000 to 12000. Kulathur has 43 percent of the population in the 3,000-6,000 category and 40 percent of people earn below 3000 per month. In Virugambakkam, 37 percent of people are in the Rs. 3,000-6,000 income group and 33 percent are below the 3,000 income group. Kosamani Nagar, has 66 percent of population earning below 3,000 and 24 percent in the Rs.3,000-6,000 income group. The high-income group is characterized by very low population. In G.D. Naidu Nagar

59 percent of people earn below 3,000 and 30 percent of people earn Rs.3,000-6,000 per month. Adyar has 24 percent of people in the Rs. 3,000-6,000 income group and 9 percent of people earn Rs.15,000-20,000. In Thiruvanmyur 29 percent of population is in the 3,000-6,000 income level and 26 percent of people earn Rs.3,000-6,000 per month. Only 12% percent of the population is in the high income group of 15,000-20,000. In Velachery 43 percent of people are in Rs. 3,000-9,000 income group and 40 percent of people earn below 3,000 per month. The middle-income group with earning of Rs. 6,000-12,000 per month is 3 percent.

Income level of sample population in Chennai City has been shown in the map (Map No.7.5) as located bar diagram. This map has been drawn for all ten sample areas for the information of the above same. This map depicts the level of income of sample population over Chennai city. It is observed that the average population of all the sample areas falls into the income group of 3,000-6,000 which is considered as low income group. Very few people are in the high income category of Rs. 9,000 and above. Exceptions to this are found in the southern parts of the city comprising of the sample areas of Adyar and Thiruvanmyur, where the population is almost equally distributed in the high and low income groups.

7.4 QUERY BASED ANALYSIS

Query based analysis is designed and a sample query result is provided in Fig. No. 7.1. The attribute data pertaining to each sample location is arranged structurally. This respective attribute table is linked to the sample area in the map using visual form

CHENNAI CITY

INCOME LEVEL OF SAMPLE POPULATION



KODUNGAIYUR(E)

KOLATHUR

PEDDUNAICKEN PET

PURASAIWAKKAM

VIRUGAMBAKKAM(N)

KO SU MANI NAGAR

G.D.NAIDU NAGAR(E)

ADAYAR(E)

VELACHERY

THIRUVANMIYUR(E)

LEGEND

INCOME LEVEL
- BELOW 3000
- 3000 - 6000
- 6000 - 9000
- 9000 - 12000
- 12000 - 15000
- 15000 - 20000
- 20000 ABOVE

Map No. 7.5

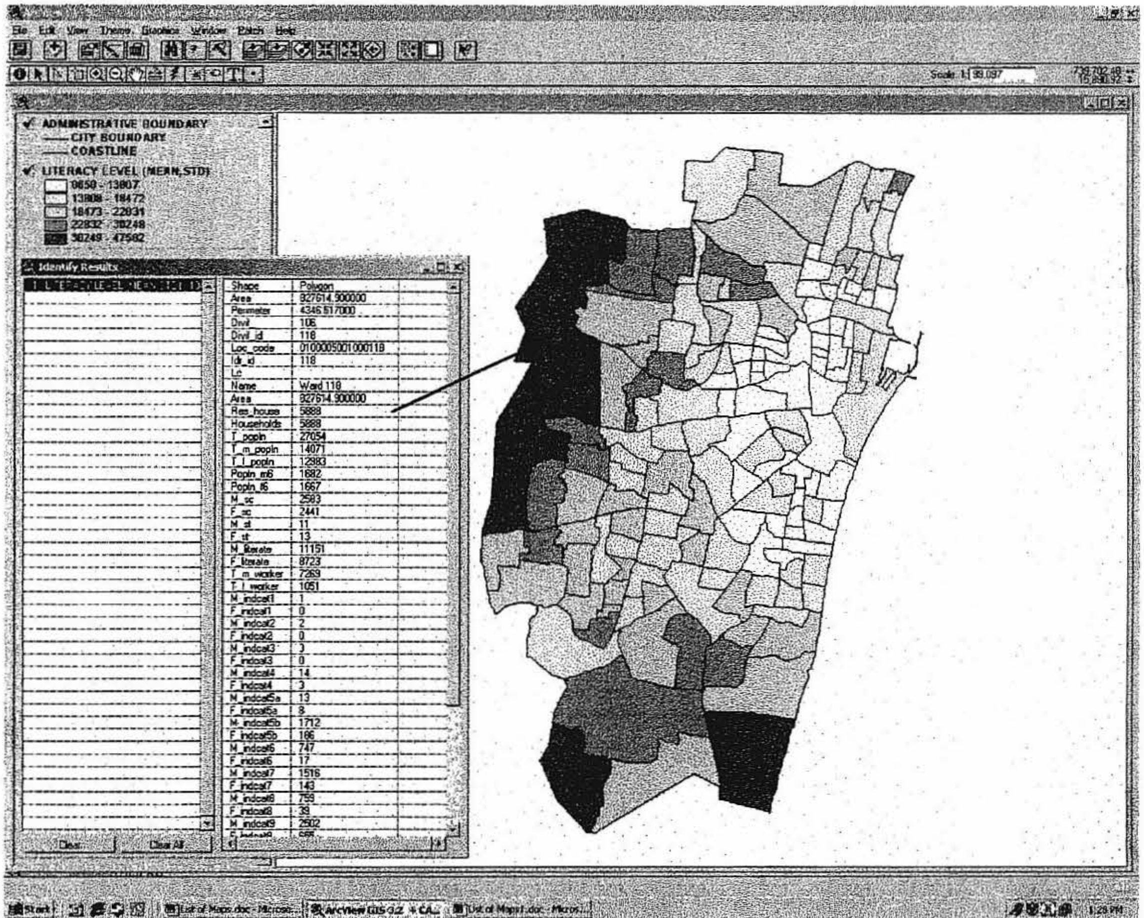


Fig. No. 7.1 Query Based Analysis

procedure. The visual presentation of the tabulated information to a specific area is therefore, few actively accessed by the viewer.

7.5 THE VISIT: PURPOSE AND PERIOD

7.5.1 THE PURPOSE

The purpose of visit where is from taking a break from the job to family get together for a day. The purpose of visit has been tabulated based on the responses. And has been categorises into 23 different options. The sample population, a specific area has chosen several of these options in combinations. Therefore, summarizing the options are a primary concern for the present analysis. By trial and error the mean options are estimated and evaluated. It is found that the mean values have brought equal importance to all the options and thereby, nullify the various options expressed by the respondents.

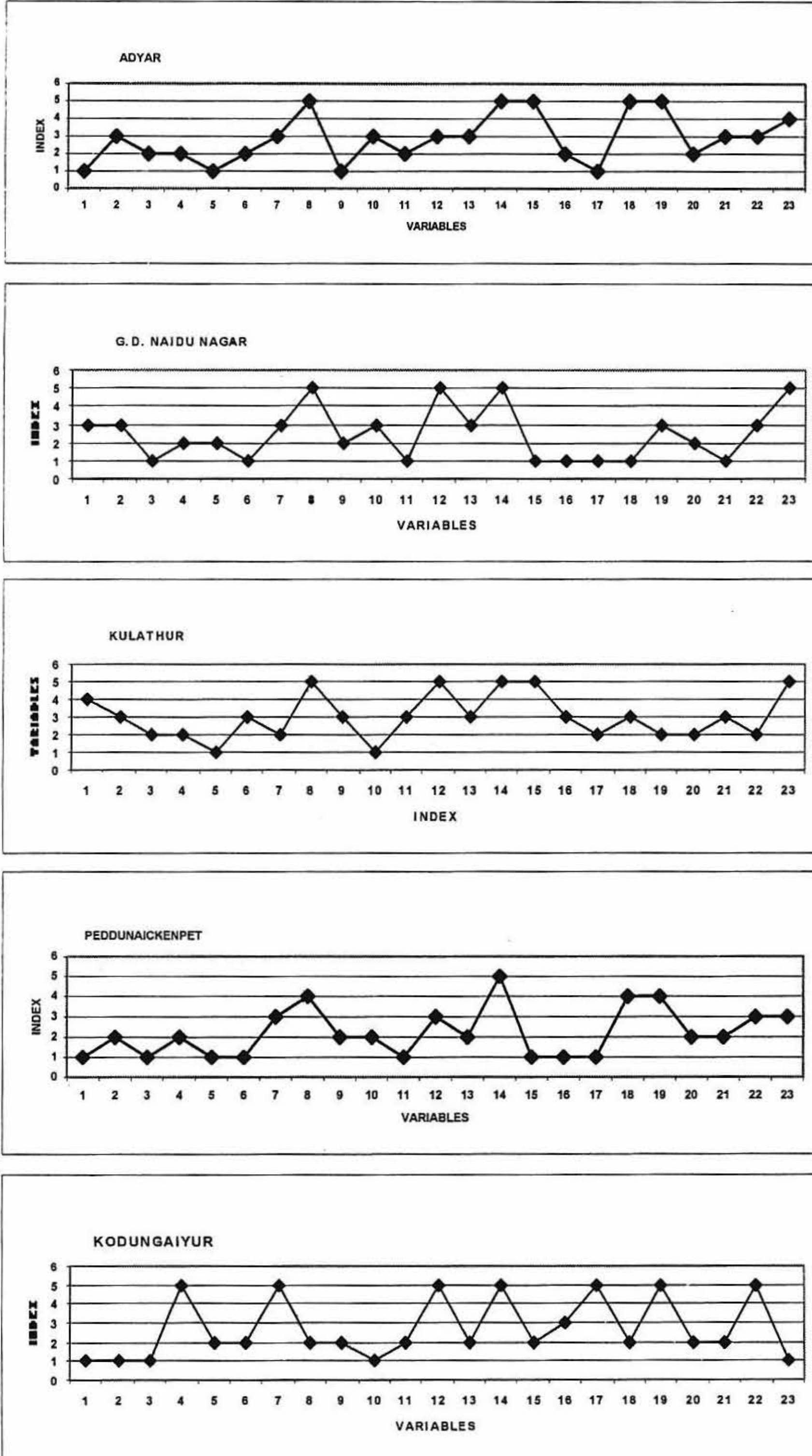
It is proposed to calculate index values depending upon the relative importance of the choices. Accordingly, the choices of the category have been given arbitrary index values between 1 and 5. Therefore, the one after by a greater number of respondents has been given a low index value as it has not presented a higher variation among the respondents. Whereas, the lower number of choices shows that it differentiates the respondents on their choices.

For each sample site the purpose of visit is converted into index values and presented in the form of graphs (Fig. No. 7.2 and 7.3). Comparing the graphs, it is found that Adyar, G.D. Naidu Nagar, Peddunaickenpet, and Purasaiwakkam have

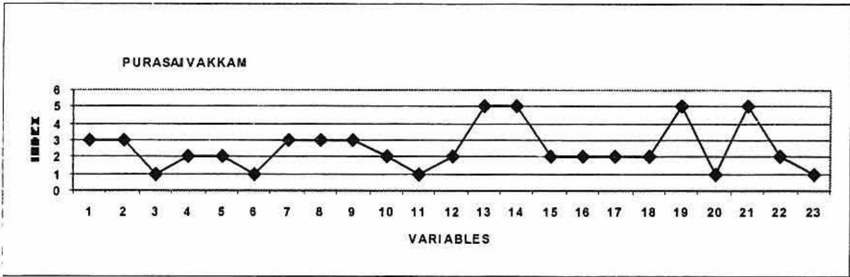
similarity of purpose of visit. Most of the choices these places are very important and only 2 choices are not important. Kodungaiyur, Thiruvanmyur and Kosu mani Nagar, on other hand have more choices which are relatively not impotant. This choices make differences among the households as little as possible. The other places have moderate level of choices i.e. the index values falling between 2 and 4.

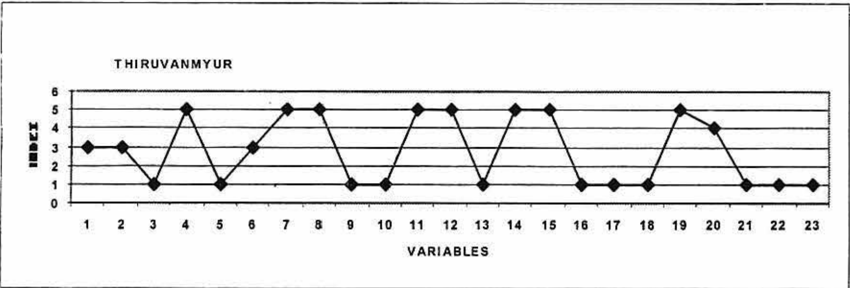
Fig. No. 7.2

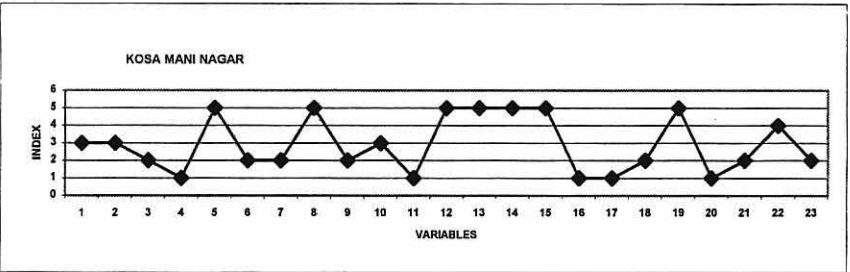
Chennai City-Sample Survey
PURPOSE OF VISIT
On the Basis of Index Values

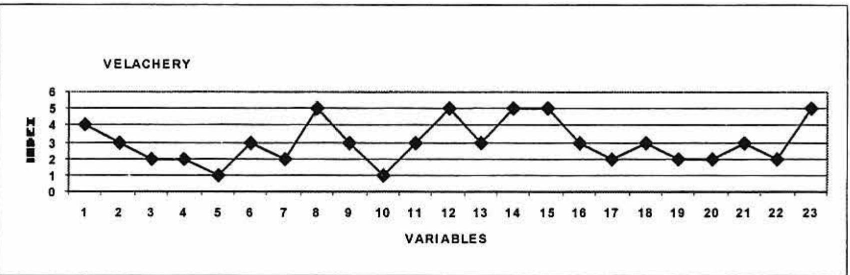


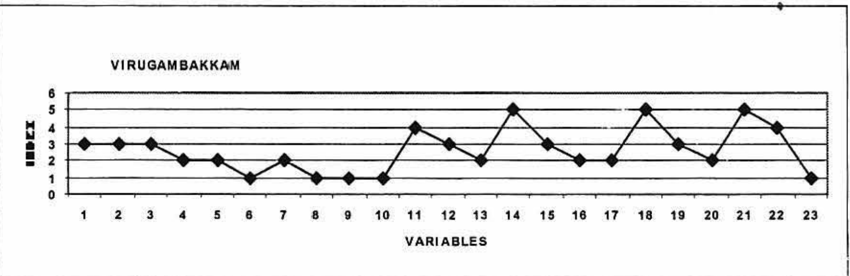
Variables	*Purpose of Visit*
1	Time pass
2	Entertainment
3	Recreation
4	To spend leisure time
5	Visit with friends
6	Visit with relatives
7	To spend meeting
8	To spend money
9	To have on experience of the place
10	To get peace
11	Enjoy with others
12	No entry fee
13	Within my budget
14	Easy access is available
15	Good guidance
16	Educational tour
17	Child for outing
18	To escape from family/hassels
19	It is a meeting point of cultural, social, natural events
20	Change of environment
21	Purposeful visit
22	Family get together
23	if any other purpose





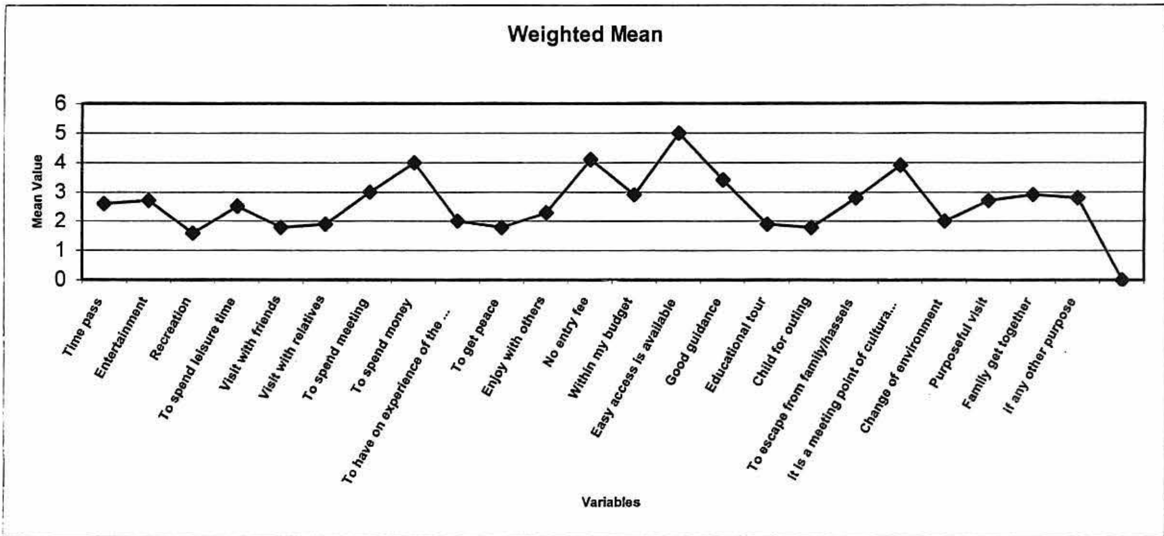






Variables	*Purpose of Visit*
1	Time pass
2	Entertainment
3	Recreation
4	To spend leisure time
5	Visit with friends
6	Visit with relatives
7	To spend meeting
8	To spend money
9	To have on experience of the place
10	To get peace
11	Enjoy with others
12	No entry fee
13	Within my budget
14	Easy access is available
15	Good guidance
16	Educational tour
17	Child for outing
18	To escape from family/hassels
19	It is a meeting point of cultural, social, natural events
20	Change of environment
21	Purposeful visit
22	Family get together
23	if any other purpose

Fig. No. 7.3A



Index of Importance on the purpose of visit weighted value.		
Class Intervals	**Index No.**	**Descriptions**
5 – 13	**5**	**Very Important**
14-21	**4**	**Important**
22-29	**3**	**Less Important**
30-37	**2**	**Least Important**
38-45	**1**	**Not Important**

Fig. No. 7.4B

Fig No. 7.3A and7.3B show that the overall Weighted Mean for all the places, it says that easy accessibility is the most important choice for the day visit, which is closely followed by choices of (a) meeting place of similar (culture) groups (b) in expensive spending and (c) a place mostly with no entry fee.

The least important choices are (a) visiting the relatives, visiting the friends, an outing for peace, taking children for outing, change a place for a while and part of education. It is interesting to note that even the local tour is least recognized as part of recreational activity.

It is apparent that the costs such as entry fee and least expensive are the main factors of local tourist. It is also found that meeting cultural groups and accessibility is the

other important purposes of visit. Strangely the recreation aspect of local tourism is the least purpose of visit.

7.5.2 THE PERIOD

Period of visit for sample population in Chennai City has been shown in the table no. 7.4.

TABLE NO. 7.4
Chennai City-Sample survey of sample population
When io Visit (Visiting Time) - (In Percentage)

DIVISION NAME	IN HOLIDAYS	WEEK-ENDS	LEISURE	MONTH-END	SCHOOL VACATION	LTC LEAVE	ALONE
KODUNGAIYUR WEST (PERAMBUR)	64	0	4	0	18	14	0
PEDDUNAICKENPET	52	3	0	3	31	0	10
PURASAIWAKKAM	77	3	0	0	17	3	0
KULATHUR	63	0	7	0	17	10	3
VIRUGAMBAKKAM	50	0	13	3	27	7	0
KOSAMANI NAGAR (VADAPALANI EAST)	53	7	0	3	33	0	3
G.D.NAIDU NAGAR (ALWAR PET)	37	3	7	3	47	3	0
ADYAR	60	0	10	0	27	0	3
THIRUVANMYUR EAST	73	3	7	0	13	3	0
VELACHERY	63	0	7	0	17	10	3
%	59	2	5	1	25	5	2

In Kodungaiyur, 64 percent of people prefer to visit the tourist spots mostly on holidays, 18 percent of people during school vacations and 14 percent on LTC leave time. In Peddunaickenpet 52 percent of people prefer to visit tourist spot only on holidays and 31 percent of people during school vacations and 10 percent of people go alone. In Purasaiwakkam 72 percent of people like to visit places on holidays and 17 percent prefer to go during vacations. 0-3 percent of people prefer to visit places on weekends, month-ends and leisure time. In Kulathur, 63 percent of people prefer to visit tourist spot mostly during the holiday time followed by 17 percent of people on

school vacations. 0-7 percent of people prefer to go during weekends, month-ends and leisure time. In Virugambakkam, 50 percent of people visit tourist spots on holidays and 27 percent on school vacation. 0-7 percent of people prefer to go during weekends, month-ends and LTC leave. In Kosamani Nagar 53 percent of people prefer tourist spots during holidays and 33 percent on school vacation, 0-7 percent of people prefer weekends, month-ends, leisure time. In G.D. Naidu Nagar 47 percent of people prefer to go out mostly on school vacation time and 37 percent during the holiday period. 0-7 percent of people prefer weekends, month-ends and leisure time. In Adyar, 60 percent of people visit tourist spot mostly on holidays and 27 percent favor going during school vacations. 0-3 percent of people prefer week-ends and month-ends. In Thiruvanmyur 73 percent of people prefer the holiday season and 13 percent during school vacations. 0-7 percent of people prefer on weekends, month-ends and leisure time. In Velachery 63 percent of people prefer mostly on holidays only followed by 17 percent on school vacations and 0-7 percent of people prefer week-ends, month-ends and leisure time. On the whole Chennai City 59 percent of the people prefers to visit places when they find holidays. 1-5 percent of people desire week-end, month-ends and leisure time. 25 percent prefer school vacations. This could be due to the sake of the children.

Period of visit for sample population in Chennai City has been shown in the map (Map No. 7.6). This map explains the visiting period of sample population of each sample locations. It is observed that more number of people visit tourist spots during holidays and on an average during school vacations. Very few people indulge in tourist activity during the non-holidays and vacation period. There is a considerable amount of populations visiting tourist spots during weekends.

CHENNAI CITY
PERIOD OF VISIT OF SAMPLE POPULATION



KODUNGAIYUR(E)

KOLATHUR

PEDDUNAICKEN PET

PURASAIWAKKAM

VIRUGAMBAKKAM(N)

KO SU MANI NAGAR

LEGEND

VISITING PERIOD
- HOLIDAYS
- WEEK-END
- LEISURE
- MONTH-END
- SCHOOL VACCATION
- BASED ON LTC. GOVT.
- WHEN ALONE

G.D.NAIDU NAGAR(E)

ADAYAR(E)

THIRUVANMIYUR(E)

VELACHERY

Map No. 7.6

7.6 TRAVEL, STOP AND SHOPPING

Shopping is a part of leisure tourism and invariably tourists love to carry home something to remind them of their relaxed holiday. This part of the chapter studies the mode of travel preferred by tourists and the shopping preferences.

7.6.1 MODE OF TRAVEL

Mode of travel for sample population in Chennai City has given in the table no. 7.5. It is inferred from the table that mode of travel for sample population of each sample locations.

In Kodungaiyur, 51 percent of people prefer to travel by bus, 38 percent by rail and 0-5 percent travel by Van, Car, Auto, Rickshaw and Two wheelers.

TABLE NO. 7.5

Chennai City-Sample Survey of Sample Population

Mode of Travel-_(In percentage)

DIVISION NAME	RAIL	BUS	VAN	CAR	AUTO	RICKSHAW	TWOWHEELER
KODUNGAIYUR WEST (PERAMBUR)	38	51	3	0	5	0	0
PEDDUNAICKENPET	33	42	4	6	6	4	4
PURASAIWAKKAM	40	33	2	7	5	0	10
KULATHUR	38	39	2	8	3	2	5
VIRUGAMBAKKAM	23	40	15	6	13	0	0
KOSAMANI NAGAR (VADAPALANI EAST)	34	40	10	10	4	0	2
G.D.NAIDU NAGAR (ALWAR PET)	30	20	16	25	2	0	2
ADYAR	32	23	15	15	0	2	0
THIRUVANMYUR EAST	34	41	0	3	10	0	0
VELACHERY	38	39	2	8	3	2	5
%	34	37	7	9	5	1	3

In Peddunaickenpet 42 percent of people prefer to travel by bus, 33 percent by rail and 0-6 percent travel by Van, Car, Auto, Rickshaw and Two wheelers. In Purasaiwakkam 40 percent of people prefer to travel by rail, 33 percent by bus and 0-7 percent travel by Van, Car, Auto, Rickshaw and Two wheelers. In Kulathur 39 percent of people prefer to travel by bus, 38 percent by rail and 3-8 percent travel by Van, Car, Auto, Rickshaw and Two wheelers. In Virugambakkam 40 percent of people prefer to travel by bus, 23 percent by rail, 15 percent travel by Van, 13 percent by Auto, 6 percent by Car and 0-6 percent travel by Rickshaw and Two wheelers.

In Kosamani Nagar 40 percent of people prefer to travel by bus, 34 percent by rail, 10 percent travel by Car and Van, 4 percent by Auto, 0-4 percent travel by Rickshaw and Two wheelers. In G.D. Naidu Nagar 30 percent of people prefer to travel by rail, 25 percent by Car, 20 by bus, 16 percent by Van and 0-5 percent travel by Auto, Rickshaw and Two wheelers. In Adyar 32 percent of people prefer to travel by rail, 23 percent by bus, 15 percent by Van and Car, 13 percent by 0-13 percent travel by Auto, Rickshaw and Two wheelers.

In Thiruvanmyur, 41 percent of people prefer to travel by bus, 34 percent by rail, 10 percent by Air and Auto, 0-3 percent travel by, Van, Car, Rickshaw and Two wheelers. In Velachery 39 percent of people prefer to travel by bus, 38 percent by rail and 5-8 percent travel by Van, Car, Auto, Rickshaw and Two wheelers. On the whole in Chennai City, 37 percent of people prefer to travel by Bus and 34 percent prefer to travel by rail, 1-9 percent travel by Auto, Van, and Rickshaw, two wheelers, which depends on economic status of the family.

Mode of travel for sample population is Chennai City has been shown in the map (Map No. 7.7) as located (bar) chart map. From the map it can be deduced the major population of the sample areas prefer to use Bus as a mean of transports followed by Rail travel. Since Rickshaws have become very few in number not so many people prefer this mode of transport. The Auto and Car mode of transport is for the middle and high income group of people.

7.6.2 TOUR OPERATOR AND TRAVEL AGENTS

Preference of sample population for tour operator/travel agents in Chennai City has been shown in the map (Map No. 7.8) as located (bar) chart map. This map shows the preference of sample population whether or not to approach tour operators during the period of their visit. Almost in all the 10 sample areas, preferences for approaching tour operator/travel agents have been observed. Since the sample respondent's participate in local tourism, which is mostly short distance travel, they do not approach the tour operators. Apart from that people are knowledgeable about the tourist spots in the city.

7.6.3 HOTELS, MOTELS OF INCOME

(A) HOTELS

Preference of sample population for hotels in Chennai City has been shown in the map (Map No.7.9) as located (bar) chart map. This map has been drawn for the ten sample areas in Chennai City. This map shows the preference of sample population to hotels during their visit to tourist places.

In all the sample population, six sample areas of Peddunaickenpet, Pursaiwakkam, Kulathur, G.D. Naidu Nagar, Thiruvanmyur and Velachery prefer hotels. People who do not prefer hotels are from Kodungaiyur, Virugambakkam, Kosamani Nagar and Adyar. The people who do not prefer hotels on their visit to tourist places do so due to their economic condition. They prefer to bring food package from their own home.

(B) MOTELS

Preference of sample population for motels in Chennai City has been shown in the map (Map No. 7.10) as located (bar) Chart map. This map has been drawn for the 10 sample areas in Chennai City. This map shows the preference of the sample population to motels during their visit to tourist places.

Almost 8 sample areas out of 10, prefer motels during their visit to tourist places. On the whole, sample respondents from Kulathur and Velachery do not prefer motels. In Chennai City people prefer motels on their way to tourist places.

(C) SHOPPING

Preference of sample population for shopping in Chennai City has been shown in the map (Map No.7.11) as located (bar) chart map. This map has been drawn for the ten sample areas in Chennai City. This map shows the reference of sample population to shop while visiting tourist places.

On the whole a maximum of six sample areas do prefer to shop. Sample population from Peddunaickenpet, Purasaiwakkam, G.D. Naidu Nagar,



CHENNAI CITY
PREFERENCE OF SHOPPING CENTERS
-While on local tour-

KODUNGAIYUR(E)

KOLATHUR

PEDDUNAICKEN PET

PURASAIWAKKAM

RUGAMBAKKAM(N)

KO SU MANI NAGAR

LEGEND

PREFERENCE OF SHOPPING
YES
NO

VII

G.D.NAIDU NAGAR(E)

ADAYAR(E)

VELACHERY

THIRUVANMIYUR(E)

Map No. 7.11

Virugambakkam, Kosa mani Nagar and Adyar give importance to shopping. People from Kodungainyur, Kulathur, Thiruvanmyur and Velachery do not prefer shopping mainly due to their economic status.

7.7 INFLUENCE OF INCOME

Correlation table shows that the relationship between income and the time of visit to places, Mode of travel, with who likes to go and visiting places in Chennai.

It has been assumed that there exists relationship between income and local tourism; especially income is the dividing factor to determinate the distance of travel to the tourist spot and mode of travel. Beside, it is also related to nature of accommodation, type of restaurants and the shopping areas. So, to find out the level of relationship between these factors and income, correlation analysis is the best statistical package available. Hence the correlation analysis has been used to show the type of relationship between the chosen variables and income levels.

7.7.1 INCOME WITH CHOICE OFMODE AND TIME OF VISIT

The following table no. 7.6 shows that the correlation between income and the variables of when to visit, mode of transport for Kodungaiyur sample area.

TABLE NO. 7.6

Chennai City-Sample Survey of Sample Population

Kodungaiyur

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000 and Above
WHEN DO VISIT	-0.181	0.035	0.053	.	0.324
RAIL	-0.367	0.155	0.277	.	0.154
BUS	0.057	0.046	-0.035	.	-0.217
VAN	-0.212	0.284	-0.062	.	-0.034
CAR	.	.	.	.	.
AUTO	0.234	-0.175	-0.089	.	-0.05
RICKSHAW	.	.	.	.	.
TWO WHEELERS	.	.	.	.	.

It is observed that positive correlation exists between middle and high income groups and when to visit places. On the other hand negative correlation exists between low income groups and when to visit places. This clearly shows that people of middle and high income groups give more priority in scheduling their holidays. There is positive correlation between middle income groups and rail transport. Positive correlation is seen between low and middle income groups and bus as a mode of transport whereas, negative correlation exists between high income group and bus as a mode of transport. The middle income groups of people prefer Van which shows positive correlation. Auto as a mode of transport is preferred among the middle income and high income groups which shows positive correlation.

The following table no. 7.7 shows the correlation between income and the variables of when to visit, mode of transport for Peddunaicken pet sample area.

TABLE NO. 7.7

Chennai City-Sample Survey of Sample Population

Peddunaickenpet
Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000 and Above
WHEN DO VISIT	0.393	-0.335	.	.	-0.155
RAIL	-0.296	0.418	.	.	-0.026
BUS	0.342	-0.063	.	.	-0.347
VAN	-0.074	-0.12	.	.	0.288
CAR	0.254	-0.149	.	.	-0.131
AUTO	-0.208	0.447	.	.	-0.131
RICKSHAW	0.203	-0.12	.	.	-0.105
TWO WHEELERS	-0.074	0.239	.	.	-0.105

Peddunaickenpet shows positive relation between income below 3000 and when to visit places which means they give priority to plan their holiday. There is negative correlation between middle and high income groups and when to visit places, meaning that they do not schedule their holidays. Positive correlation exists between middle income groups and rail as a mode of transport. Here again income plays a significant role in deciding the mode of transport. Bus as a mode of transport is preferred by the low income groups, which shows positive correlation. People of the high income groups prefer van, and car which is based on their income level. There is positive correlation between auto, two wheelers as a mode of transport and middle income group of people and negative correlation is observed in the case of low income groups. They prefer to use the cycle rickshaw because of their low income.

The following table no. 7.8 shows the correlation between income and the variables of when to visit, mode of transport for Purasaiwakkam sample area.

TABLE NO. 7.8

Chennai City-Sample Survey of Sample Population

Purasaiwakkam

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000	15000-20000	ABOVE 20000
WHEN DO VISIT	-0.139	-0.036	-0.096	0.426	.	.	-0.096
RAIL	0.234	-0.03	-0.212	0.067	.	.	0.162
BUS	-0.25	0.239	0.199	-0.312	.	.	-0.174
VAN	-0.05	0.083	-0.034	-0.062	.	.	-0.034
CAR	-0.089	-0.149	-0.062	0.63	.	.	-0.062
AUTO	-0.071	0.12	-0.05	-0.089	.	.	-0.05
RICKSHAW	.	.	.	.	.	.	.
TWO WHEELERS	-0.105	0.175	-0.073	-0.131	.	.	-0.073

There is a high correlation between middle income groups and when to visit places. Negative correlation exists between high income and low income groups with when to visit places. This shows that they do notprioritize their holidays. Rail has a mode of transport is preferred by middle and high income groups of people whereas the low income people prefer bus. Negative correlation exists between car as a mode of transport and almost all the income groups. Two wheelers are preferred by low income groups of people and negative correlation exists with the high income group people. Auto as a mode of transport is preferred by the low income group people because it is observed that many people of this income level are auto drivers.

The following table no. 7.9 shows the correlation between income and the variables of when to visit, mode of transport for Kulathur sample area.

TABLE NO. 7.9

Chennai City-Sample Survey of Sample Population

Kulathur

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000 and Above
WHEN DO VISIT	0.292	-0.048	.	-0.133	-0.281
RAIL	0.183	-0.15	.	0.083	-0.088
BUS	0.32	-0.251	.	0.073	-0.135
VAN	-0.152	0.212	.	-0.034	-0.073
CAR	0.183	-0.211	.	-0.083	0.088
AUTO	-0.218	-0.234	.	-0.05	0.681
RICKSHAW	-0.152	-0.162	.	-0.034	0.473
TWO WHEELERS	-0.045	0.157	.	-0.062	-0.131

It is interesting to note that people of this sample area do not have any holiday schedule since negative correlation exists between most of the income groups and when visit places. This could be due to the busy schedule of the people and which is why they are unable to plan their holidays. There is positive correlation between rail and almost all the income groups except the high income groups. Here again income and easy access to transport facility plays a major role. Bus is preferred by the low income groups and negative correlation exists with the high income groups. Car as a mode of travel is preferred by high income groups and low income groups. There is negative correlation between auto as a mode of travel and almost all the income groups except the high income group of people. Two wheelers are preferred only by middle income groups.

The following table no. 7.10 shows the correlation between income and the variables of when to visit, mode of transport for Virugambakkam sample area.

TABLE NO. 7.10

Chennai City-Sample Survey of Sample Population

Virugambakkam

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000 and Above
WHEN DO VISIT	0.012	0.165	-0.18	-0.037
RAIL	-0.577	0.508	0.193	-0.218
BUS	0.154	-0.106	0.017	-0.117
VAN	-0.267	0.01	0.202	0.141
CAR	-0.236	0.208	0.079	-0.089
AUTO	-0.056	0.071	-0.118	0.169
RICKSHAW	.	.	.	.
TWO WHEELERS	.	.	.	.

It is observed that people of the low income and middle income group plan their holiday when compared to the high income groups. This could be due to the busy schedule of the high income groups of people. Positive correlation exists between the middle income group and rail as a mode of travel, mainly because of its affordability and convenience. Bus is mainly preferred by the low income groups, whereas car is preferred by the high income groups. Positive correlation exists between Auto and middle income groups of people. Two wheelers are preferred by none in this sample area.

The following table no. 7.11 shows the correlation between income and the variables of when to visit, mode of transport for Kosa mani Nagar sample area.

TABLE NO. 7.11

Chennai City-Sample Survey of Sample Population

Kosu Mani Nagar

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000 and Above
WHEN DO VISIT	0.128	-0.075	0.213	-0.158	-0.065
RAIL	-0.107	0.323	0.162	-0.212	-0.212
BUS	-0.245	0.056	0.131	0.131	0.131
VAN	-0.217	0.176	0.415	-0.083	-0.083
CAR	-0.217	0.176	-0.083	-0.083	0.415
AUTO	-0.074	-0.147	-0.05	-0.05	0.695
RICKSHAW	.	.	.	.	.
TWO WHEELERS	0.141	-0.102	-0.034	-0.034	-0.034

There is positive correlation between when to visit places and low income groups of people and negative correlation between all other income people. Rail as a mode of transport is preferred by the middle income group showing positive correlation. Bus too, is preferred by the middle income groups of people negative correlation exist between into and almost all the income groups excepting the high income group. Two wheelers are preferred mostly by the low income group of people.

The following table no. 7.12 shows the correlation between income and the variables of when to visit, mode of transport for G.D. Naidu Nagar sample area.

TABLE NO. 7.12

Chennai City-Sample Survey of Sample Population

G.D. Naidu Nagar

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000 and Above
WHEN DO VISIT	0.218	-0.056	-0.042	-0.127
RAIL	0.261	-0.233	-0.036	0.162
BUS	0.157	0.167	-0.203	-0.141
VAN	0.175	-0.066	-0.175	-0.122
CAR	-0.196	0.04	0.286	0.199
AUTO	-0.199	-0.112	-0.05	-0.034
RICKSHAW	.	.	.	.
TWO WHEELERS	0.174	-0.112	-0.05	-0.034

In this sample area it is observed that people of low income groups plan their holidays. There is negative correlation between all the other income groups and when to visit places. Rail is a mode of transport preferred mainly by low and high income groups of people. The middle income group do not prefer rail as a mode of travel instead they would like to go by car. There is negative correlation between car and low income group of people, whereas they prefer to go by bus. Auto as a mode of transport is not preferred by any income groups. Two wheelers are a choice only for the low income group of people.

The following table no. 7.13 shows the correlation between income and the variables of when to visit, mode of transport for Adyar sample area.

TABLE NO. 7.13

Chennai City-Sample Survey of Sample Population

Adyar

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000	15000-20000 and Above
WHEN DO VISIT	0.052	0.071	0.208	-0.155	0.074	-0.121
RAIL	0.167	-0.236	0.111	-0.089	0.267	-0.167
BUS	0.138	0.398	-0.023	-0.155	-0.203	-0.208
VAN	-0.079	-0.118	-0.184	0.176	-0.147	0.315
CAR	-0.276	-0.304	0.342	0.176	0.169	-0.079
AUTO	.	.	.	.	.	.
RICKSHAW	-0.093	0.337	-0.062	-0.083	-0.05	-0.093
TWO WHEELERS	.	.	.	.	.	.

Positive correlation exists between almost all the income groups and when to visit places except for the high income group which shows negative correlation. This shows that in this sample area most of the people plan their holidays. Rail as a mode of travel is preferred by middle and low income groups because of the convenience and easy access. Bus is preferred by the low income groups of people. Negative correlation exists between bus as a mode of travel and the high income groups. Car is preferred by the middle income group of people whereas it is not a choice of transport by the low income and high income groups of people. Cycle rickshaw is not preferred by most of the income groups except the lower middle class.

The following table no. 7.14 shows the correlation between income and the variables of when to visit, mode of transport for Thiruvanmyur sample area.

TABLE NO. 7.14

Chennai City-Sample Survey of Sample Population

Thiruvanmyur

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000	15000-20000	ABOVE 20000
WHEN DO VISIT	-0.083	0.146	-0.244	0.404	-0.101	-0.146	-0.146
RAIL	-0.309	0.107	0.126	0.277	0.131	0.189	0.189
BUS	0.145	-0.075	0.224	-0.049	-0.371	0.134	0.134
VAN	.	.	.	.	.	.	.
CAR	-0.175	-0.161	-0.12	-0.105	-0.05	-0.071	-0.071
AUTO	0.036	-0.113	-0.224	0.294	-0.093	0.535	-0.134
RICKSHAW	.	.	.	.	.	.	.
TWO WHEELERS	.	.	.	.	.	.	.

Positive correlation exists between the low income group of people and when to visit places, whereas there is negative correlation with all the other income groups. Rail as a mode of travel is preferred mostly by the middle and high income group of people which shows positive correlation. The low income groups of people prefer to use the bus and auto as a mode of transport. Negative correlation exists between car as a mode of transport and all income groups. Auto is not a choice for people of middle and high income groups they would rather prefer to travel by rail or bus.

The following table no. 7.15 shows the correlation between income and the variables of when to visit, mode of transport for Velacheri sample area.

TABLE NO. 7.15

Chennai City-Sample Survey of Sample Population

Velachery

Correlation of Income with When do visit and Mode of Travel

INCOME LEVEL	BELOW 3000	3000-6000	6000-9000	9000-12000	12000-15000 and Above
WHEN DO VISIT	0.292	-0.048	.	-0.133	-0.281
RAIL	0.183	-0.15	.	0.083	-0.088
BUS	0.32	-0.251	.	0.073	-0.135
VAN	-0.152	0.212	.	-0.034	-0.073
CAR	0.183	-0.211	.	-0.083	0.088
AUTO	-0.218	-0.234	.	-0.05	0.681
RICKSHAW	-0.152	-0.162	.	-0.034	0.473
TWO WHEELERS	-0.045	0.157	.	-0.062	-0.131

It is observed that people of the low income group prefer rail and bus to auto and two wheelers which shows positive correlation. There is positive correlation between rail and bus as a mode travel and middle income groups of people. Car is preferred by the high income groups of people for tourist purpose mainly because they can afford them. It is not a choice of transport by the middle income group. Two wheelers are preferred only by the middle income group and negative correlation exists with all the other income levels. It is very clear that income plays a very important role in the choice of the mode of transport for tourist purpose. There is also the aspect of convenience which is significant in choosing the mode of travel.

7.7.2 INCOME AND PLACE OF VISIT

Table No. 7.16 shows the relationship between income and place of visit in Chennai City. There is only one sample area which gives +ve correlation i.e. income

and place of visit in Chennai City which is Peddunaickenpet. In this sample area people givesmore priority for places of visit with reference to their income level. And there are 3 sample areas where +ve and –ve correlations are found equally for the relationship between income and places of visit in Chennai City in G.D.Naidu, Kulathur, Velachery. There are 6 sample areas out of ten which gives –ve correlations i.e. income and places of visit in Chennai. These places are Adyar, Kodungaiyur, Purasaiwakkam, Thiruvanmyur, Vadapalani and Virugambakkam.

In these sample areas, people do no gives more priority for the places of visit in Chennai City based on their income (Table no. 7.16).

Table No. 7.16

CORRELATION INCOME LEVEL VS CHOICE OF PLACES

KODUNGAIYUR

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	-0.197	0.073	0.209	0.162
3000-6000	0.188	-0.267	-0.156	-0.122
6000-9000	0.06	0.345	-0.08	-0.062
9000-12000	.	.	.	.
12000-15000	-0.036	-0.094	-0.044	-0.034
15000-20000	.	.	.	.
ABOVE 20000	.	.	.	.

PEDDUNAICKENPET

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	-0.213	-0.114	-0.098	-0.448
3000-6000	0.207	0.032	0.101	0.393
6000-9000	.	.	.	.
9000-12000	.	.	.	.
12000-15000	0.159	0.195	0.12	0.271
15000-20000	.	.	.	.
ABOVE 20000	.	.	.	.

PURASAIWAKKAM

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	0.056	-0.067	-0.153	-0.067
3000-6000	-0.428	0.199	0.257	0.111
6000-9000	0.199	-0.106	-0.107	-0.046
9000-12000	0.347	-0.15	0.05	-0.083
12000-15000	.	.	.	.
15000-20000	.	.	.	.
ABOVE 20000	-0.193	-0.106	-0.107	-0.046

KULATHUR

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	0.033	-0.126	-0.31	-0.026
3000-6000	0.069	0.007	0.189	0.085
6000-9000	.	.	.	.
9000-12000	-0.095	0.63	-0.06	0.116
12000-15000	-0.099	-0.163	0.203	-0.148
15000-20000	.	.	.	.
ABOVE 20000	.	.	.	.

VIRUGAMBAKKAM

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	0.015	-0.023	-0.016	-0.151
3000-6000	0.059	0.276	-0.286	-0.132
6000-9000	-0.02	-0.209	0.42	0.366
9000-12000	-0.109	-0.135	-0.13	-0.08
12000-15000	.	.	.	.
15000-20000	.	.	.	.
ABOVE 20000	.	.	.	.

KOSAMANI NAGAR

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	-0.01	-0.12	0.278	0.227
3000-6000	0.063	0.089	-0.285	-0.251
6000-9000	-0.019	-0.115	0.158	0.182
9000-12000	-0.019	-0.086	-0.082	-0.121
12000-15000	-0.065	-0.076	-0.153	-0.121
15000-20000	.	.	.	.
ABOVE 20000	.	.	.	.

G.D. NAIDU NAGAR

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	0.006	-0.146	-0.039	0.102
3000-6000	0.05	-0.003	0.04	0.002
6000-9000	0.067	-0.141	-0.134	-0.136
9000-12000	0.047	0.709	-0.128	-0.094
12000-15000	.	.	.	.
15000-20000	.	.	.	.
ABOVE 20000	.	.	.	.

ADYAR

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	-0.052	-0.21	-0.138	0.409
3000-6000	0.172	-0.188	-0.29	-0.244
6000-9000	-0.137	0.166	-0.126	-0.147
9000-12000	0.222	-0.189	-0.137	-0.134
12000-15000	0.148	-0.106	-0.027	0.191
15000-20000	-0.271	0.32	0.595	0.001
ABOVE 20000	.	.	.	.

VELACHERY

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	0.033	-0.126	-0.31	-0.026
3000-6000	0.069	0.007	0.189	0.085
6000-9000	.	.	.	.
9000-12000	-0.095	0.63	-0.06	0.116
12000-15000	-0.099	-0.163	0.203	-0.148
15000-20000	.	.	.	.
ABOVE 20000	.	.	.	.

THIRUVANMYUR

INCOME LEVEL/CHOICES OF PLACES	CHOICE1	CHOICE2	CHOICE3	CHOICE4
BELOW 3000	-0.203	-0.011	0.1	.
3000-6000	-0.299	0.144	-0.091	.
6000-9000	0.062	-0.192	-0.164	.
9000-12000	0.375	-0.152	0.26	.
12000-15000	-0.107	-0.093	-0.068	.
15000-20000	0.153	-0.079	-0.035	.
ABOVE 20000	-0.158	-0.134	-0.098	.

CHAPTER VIII

CHAPTER - 8

SUMMARY AND CONCLUSION

Tourism and travel are the results of civilization. Even though travel was the pattern of life for the ancient man, it has become a passion during the exploration period. However, it is the industrial revolution and its consequences that are responsible for modern tourism. In the present century, tourism and travel has emerged as an important business activity. Tourism is recognized as an industrial venture in many of the developing and developed countries.

Tourism is the source of development funding in a number of countries. For example, neighboring Sri Lanka, Nepal and Maldives mostly survive on tourism trade. In India tourism has not attracted international tourists as much as it should. Even domestic tourism in India is by and large a venture of pilgrimages. Holiday travel is confined with fewer people. In recent years 'a day's visit' is gaining momentum in many of the urban centers. Neighborhoods of the large urban centers are developed as recreation or entertainment centers, health clubs or resorts. This aspect of domestic tourism can be called as local tourism.

Tourism can stimulate social activities on one hand and creation of local economic growth centers on the other hand. The economic outputs from tourism can serve as a source for the development of backward regions. The historical, economic and social aspects of tourism as a field of study have attracted a number of scholars in the developed countries. In India except a few historians, economists and social

scientists, the study of tourism still remains in the backstage. The geographers have normally attempted descriptive studies.

Tourism is concerned with pleasure and arriving to a different place while leaving the normal place of work/residence. The visits are ranging between a days trip and a few day's (shorter) visits. The tourists while enjoying their holidays develop opinions about tourist places, infrastructures and tourist aid facilities. There are different types of tourism both in scale of operations and places of visit. Urban tourism is a subset of domestic tourism. Urban tourists take a days visit to the neighborhood either for recreation or for relaxation. They travel as individuals or groups or with family members. Thus the urban tourism is related to components of demand and supply of tourism trade as far as local tourism is concerned.

Unlike Delhi and Bangalore, the status of local tourism in Chennai city is in a low profile. Therefore the present work is on the importance of local tourists and tourist support system in Chennai city. The local tourist support system includes, the infrastructural facilities, the travel aids and the personal supports. The analysis in the course of the study provides an in-depth introspection of local tourism in Chennai city using GIS methodology.

The study has been designed to include

1. GIS database creation and analysis.
2. Conduct of fieldwork to record perceptions of the people.
3. To provide query and overlay results.

The map database is generated from the 1:25 000/1:50 000 Survey of India Topographic sheets. Secondary data were extensively used to describe the study area and arrivals of tourists chronologically in India and Chennai City. Secondary data on infrastructural facilities had been gathered from various sources and compiled. Extensive primary data collection had been made for establishment of demand – supply aspects of local tourism on the basis of sample survey of Chennai residents.

To ensure representations of different population groups, a two stage random sampling had been carried out by multistage sampling approach, which was adopted for the present study. In the first stage, the study area had been divided equally into sectors and in the second stage each sample area was selected where the intersecting points of the sectors and concentric rings fall on each sector. The homogeneous character of divisions within the zones was ensured by the process of delineation of zones by the inner and outer arbitrary line drawn on the basis of concentric circles at equal radii of the horizontal distance of the study area (Chennai City).

The Questionnaire has been structured to include the personal details, socio-economic, perception and choice details. The Questionnaire covers totally 25 questions with easily understandable language of both English and Tamil. The Questionnaire fully covers with the objective and description type of answers or the expected results. The Questionnaires were distributed equally for each 10 sample areas and a total of 300 samples had been selected. Each sample area carried 30 Questionnaire. The Questionnaire had been distributed to different age groups (from children to old age) and both sex of males and females.

GIS generated map has been prepared for both spatial and non-spatial data. Each map has been used for GIS analysis to obtain the Automated Mapping (AM) and Facility Management (FM) for the present study. The basis for digital presentation is, as outlined earlier, by the outputs of AM/FM methodology and derived surface maps using buffer and overlay analysis.

Chennai District is one of the important Metropolitans in India and the capital of Tamilnadu State. It plays an important role in the historical, cultural and intellectual development of the State. Chennai is one of the most important commercial cities in India and the anchor of the entire State of Tamilnadu. Chennai District is situated in the North East of Tamilnadu on the coast of Bay of Bengal. The average elevation of the city is 6.7 meters above the sea level and most of the localities are just at sea level. It stretches nearly 25.60 kilometers along the Bay of Bengal coast from Thiruvanmiyur in the south to Thiruvotiyur in the north. The Marina is one of the most beautiful beaches in the world and it is the second largest beach in the world. Chennai District lies between 12.9° and 13.9° of the northern latitude and between 80.9° and 80.19" of the eastern longitude. The district is bounded by Bay of Bengal on the West and by Kancheepuram district and Thiruvalluvar district on the north west. Chennai is the fourth largest city in the Indian sub-continent and 30th largest city in the world. It extends an area of 174 Sq. km which accounts for only 0.13% of the State's total area of 1,30,058-sq. km. The entire area of the district has been classified as urban.

Demographically the rate of growth of population is 9.76 percent as against the State's average of 11.19 percent during the period 1991-2001. As per the 2001 census, it ranked 2nd among the districts of Tamilnadu in population, next to Coimbatore

District and it is the densest district with 24,231 persons per sq.k.m. as against the State's population density of 478 persons per sq. k.m. There is 9.76 percent growth rate in the density of population during the period from 1991-2001 in Chennai District. The district has a coastal line of 22 k.m. with 2 coastal blocks and 40 coastal fishing centres. Since a good amount of marine fish is caught in this area, there is good potential for setting up industries based on fish.

The Chennai Metropolis enjoys the best infrastructure facilities that any entrepreneur could dream of. The district is facilitated with a major Sea-port with single window clearance , Domestic and International Airport, National and State high ways, broad gauge and meter gauge Railways, excellent communication facilities, power, banking facilities, Industrial Estates, Industrial Complexes and Industrial Parks etc.

The fourth chapter deals with tourist spots in Chennai city, says about significance of tourists spots and seasonal arrivals of tourists in Chennai city. Tourist spots in Chennai city has been classified into six themes as historical places, places of worship and culture, museum and library, memorials, cultural center, Parks and natural sites.

The seasonal arrivals of domestic as well as foreign tourist has been drawn into bar diagram infers that the month of May is the average maximum arrival of domestic tourists. July to September are the month of minimum number of arrivals. It is undertake that the maximum is associated with school/college holidays and minimum is associated with beginning of the school season. November, December and January are the festival seasons in Tamil nadu. From middle of November to third week of

January, the festivals are Ramzon, lighting the lamp (Karthkai), Sivarathiri (fasting for Lord Siva), Christmas, New year, Vaidunda Yekathesi (fasting for Lord Vishnu), Pongal (the harvest festival). People in groups undertake visits to places of their 'outing' along with places of religious and community visits. The foreign tourists make the visits due to cooler months of December to February.

In this chapter dealing with tourism and infrastructure in Chennai city viz., In this chapter, what is noticeable is that how Chennai city is distributed with infrastructure of accommodations, restaurants, and shopping centers. Impact of tourism on infrastructure has been dealt. Finally, highlighted the tourist sites with potential availability of infrastructure near and round the spots through the buffer and overlay analysis.

In this chapter covers with tourism and facility management in Chennai city. In this chapter noticeable that the Chennai city is distributed and concentrated with facilities of transportation, tour operators or travel agents, and tourist aids availability. Impact of tourism on facilities available near and around the tourist sites had been identified through the buffer and over lay techniques. Finally, identified the potential and non-potential tourist spots through the availability of infrastructure and facilities near and around the tourist spots (50 – 500 mts.).]

The seventh chapter is based on the primary survey, which was conducted in the 2001 December and January 2002. There were in all 300 respondents. The perception and preferences of the sample population has been expressed through quantitative means. The results show that, people indulge in tourism activity more during holidays,

weekends and school vacation. Besides, the weighted mean index helps to understand the relationship of the chosen variables. Further the correlation analysis shows the relationship between income and important variable such as mode of travel and time of visit.

Local tourism is very important for the residents for a day out but promotion of long-term tourist activity depends on preservation of culture and promotion of national and international tourists. In the name of tourism promotion, a large amount of money is spent on the construction of recreational facilities and innumerable Beach Resorts. This seems all right for a day's visit for the locals and people who come from the neighbouring districts, but it is detrimental in the long run. This has a considerable influence on the psyche of the society because it tends to be pro western and caters only to a small section of the society. Also, one has to remember the cultural aspect when promoting such activities. On the other hand they do not attract a large international crowd either, because they have much better Amusement Parks in their own country. To conclude, it can be suggested that the existing Tourist spots could be developed and culturally enhanced, so that people not only from the city, but also from abroad think of Chennai as a Tourist destination.

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APPENDICES

APPENDIX - A

1	Name		1	பெயர்	
2	Place/Area		2	இடம்/பகுதி	
3	Age	[ ] Years	3	வயது	[ ] வருடங்கள்
4	Sex	(I) Male [ ]	4	இனம்	1) ஆண் [ ]
		(II) Female [ ]			2) பெண் [ ]

	Male	Female
1 Sex		
2 Service/ Retired person / House wife / working		
3 Adult		
4 Teen-Age		
5 Children		

	ஆண்	பெண்
1 இனம்		
2 பணிபுரிவோர்/ ஓய்வு பெற்றோர்		
3 முதியோர்		
4 13 முதல் 19 வயதுவரை		
5 குழந்தைகள்		

5 Education level

1 Professional		
2 Post Graduate		
3 Under graduate		
4 Polytechnic		
5 Higher Secy.		
6 HighSchool		
7 Middle School		
8 Un-educated/ No education		

5 கல்வி நிலை

1 தொழில்		
2 முதுநிலை கல்வி		
3 இளநிலை கல்வி		
4 தொழிற் கல்வி		
5 மேல்நிலைபள்ளி கல்வி		
6 உயர்நிலைபள்ளிகல்வி		
7 இடைநிலைபள்ளி கல்வி		
8 படிப்பின்மை		

6 What are all the tourist spots (places) have you visited as a tourist

1
2
3
4
5

6 சுற்றுலா பயணியாக நீங்கள் எந்தெந்த இடங்களை பார்த்தீர்கள் ?

1
2
3
4
5

7 **When do you like to visit those places?**

1 In holidays
2 Week ends
3 Leisure
4 Month end
5 School vacation
6 Based on LTC. Govt. employees
7 When I am alone

7 **நீங்கள் இந்த இடங்களை எப்போது பார்வையிடுவீர்கள்**

1 விடுமுறை நாட்கள்
2 வார இறுதி
3 ஓய்வு நேரம்
4 மாத இறுதி
5 பள்ளி படிப்பு
6 விடுமுறைபயண சலுகை (அரசு பணியாளர்கள்)
7 தனிமையாக இருக்கும்போது

8 **What are all the places you will suggest for the following days? If it is,**

1 Holidays (more than two days)
1
2
3
4
5
Why:

2 Week ends (for two days)
1
2
3
4
5
Why:

3 One day
1
2
3
4
5
Why:

8 **கீழ்க்காணும் நாட்களில் எந்த இடங்களை நீங்கள் பார்ப்பீர்கள். அப்படியென்றால்,**

1 விடுமுறைநாட்கள் (இரண்டு நாட்களுக்கு
ஏன்:

2 வார இறுதி நாட்கள் (இரண்டு நாட்கள்)
ஏன்:

3 ஒரு நாள்
ஏன்:

9 **Mode of travel for your visit?**

1 Air
2 Rail
3 Bus
4 Van
5 Car
6 Auto
7 Rickshaw
8 Two wheelers

9 **பயண முறை**

2 இரயில்
3 பேருந்து
4 வேன்
5 கார்
6 ஆட்டோ
7 ரிக்ஷா
8 இரண்டு சக்கரவாகனங்கள்

10 **With whom would you like to go?**

I) As a group travel:

1 With family
2 With friends
3 With relatives
4 with neighbour
5 with school / Office / private/ tour operators

Reason:

II. As individual travel:

1 Alone

Reason:

10 **யாருடன் செல்ல விரும்புகிறீர்கள்?**

அ) குழு பயணம்

1 குடும்பத்துடன்
2 நண்பர்களுடன்
3 உறவினர்களுடன்
4 அடுத்தவர்களுடன்
5 பள்ளி/அலுவல்/ தனியார்/ பயண ஏற்பாடு செய்கிற

காரணம்:

ஆ) தனியாக

அ) தான் மட்டும்

காரணம்:

The purpose of visit those places:		11	இந்த இடங்களை பார்வையிடுவதன் காரணம்	
1 Time pass			1 நேரம் போக்க	
2 Entertainment			2 கேளிக்கை	
3 Recreation			3 ஊக்கம் பெறுவது	
4 To spend leisure time			4 ஓய்வு நேரம் கழிய	
5 Visit with friends			5 நண்பர்களை சந்திக்க வேண்டி	
6 Visit with relatives			6 உறவினர்களை சந்திக்கவேண்டி	
7 To attend meeting/Conference			7 ஆலோசனைக் கூட்டங்களில் கலந்து கொள்ளும்போது	
8 To spend money			8 பணம் செலவழிக்க	
9 To have on experience of the place			9 இந்த இடத்தில் நல்ல அனுபவம் பெற்றுக் கொள்ள	
10 Te get peace			10 அமைதி பெற	
11 Enjoy with others			11 மற்றவர்களுடன் சந்தோஷமாக கழிக்க	
12 No entry fee			12 நுழைவுக்கட்டணம் இன்றி	
13 Within my Budget			13 என்னுடைய வருமானத்திற்குள்	
14 Easy access is available			14 எளிதில் செல்லும் வழி	
15 Good guidance			15 நல்ல வழிகாட்டி	
16 Educational tour			16 கல்விச் சுற்றுலா	
17 Child for outing			17 குழந்தைகள் வெளியில்செல்ல விருப்பம்	
18 To escape from family/hassles			18 குடும்பத்தொல்லையிலிருந் து விடுபட	
19 It is a meeting point of cultural, social, natural events			19 கலைக்குழுவை சந்திக்க	
20 Change of Environment			20 சுற்றுப்புறம் மாற்றம்	
21 Purposeful visit			21 காரியமாக செல்லுதல்	
22 Family get together			22 குடும்பத்துடன் செல்லுதல்	
23 If any other purpose			23 இதர காரணங்கள்	

Availability of the following infrastructure in these tourist spots?		12	சுற்றுலா இடங்களில் அமையப்பெற்றுள்ள அடிப்படைவசதிகள்	
1 Driniing water			1 குடிநீர்வசதி	
2 Toilet			2 கழிவறை	
3 Travel Facilities			3 பயணவசதி	
4 Accommodation			4 தங்கும் வசதி	
5 Shopping Centre			5 வணிக வளாகம்	
6 Cut outs			6 உணவு வசதி	
7 Telecommunication			7 தொலை தொடர்பு வசதி	
8 Tourist information			8 சுற்றுலா தகவல்கள்	
9 Parking			9 வண்டிகள் நிறுத்திம்வசதி	
10 If others			10 இதர சலுகை	

13 Do you approach tour operaters/travel agents to plan for your tour		13 உங்களது சுற்றுலாவிற்காக சுற்றுலா அமைப்பி அணுகுவீர்களா ?	
Yes	☐	ஆம்	☐
No	☐	இல்லை	☐
14 Availability of tour operators and travel		14 சுற்றுலா அமைப்புகள்	
1 Very Good	☐	1 மிகவும் நன்று	☐
2 Good	☐	2 நன்று	☐
3 Satisfactory	☐	3 திருப்திகரம்	☐
4 Non availability	☐	4 அமைப்பு இல்லை	☐
15 If so where? Location		15 சுற்றுலா அமைப்புகள் இருக்கும் இடங்கள்	
1		1	
2		2	
3		3	
4		4	
16 Do you prefer to have motel facilities on the way to the tourist spots		16 சுற்றுலா செல்லும் வழியில் நெடுஞ்சாலை ஓரங்களி உள்ள உணவகங்களை அணுகுவீர்களா ?	
Yes	☐	ஆம்	☐
NO	☐	இல்லை	☐
7 If no what are the other places of eat outs?		17 இல்லை எனில் இதர உணவகங்கள்	
1		1	
2		2	
3		3	
8 Do you prefer to break your trip for accommodation		18 அங்குதங்கியிருந்த சுற்றுலாவை தொடரவிரும்புகிறீ	
Yes	☐	ஆம்	☐
NO	☐	இல்லை	☐
9 If so list out the name of the hotels?		19 அப்படியெனில் விடுதிகள். உணவகங்கள் பெயர்	
1		1	
2		2	
3		3	

Do you like to do shopping while you visiting to tourist spots?

Yes ☐

NO ☐

20 சுற்றுலா இடங்களில் உள்ள அங்காடிகள் பொருட்களை வாங்க விரும்புகிறீர்களா

ஆம் ☐

இல்லை ☐

If yes please list the shopping areas/centres?

Yes

1

2

3

21 அப்பெடியெனில் வணிக வளாகங்களின் பெயர்

ஆம்

1

2

3

Do you feel that local community participation is essential for the development of tourist spots

Yes ☐

NO ☐

22 சுற்றுலா இடங்களை மேம்பாடு செய்வதற்கு உள்ளூர் நபர்களுடைய ஒத்துழைப்பு தேவையானதா

ஆம் ☐

இல்லை ☐

If yes please list the tourist spots with community participation you have visited.

1

2

3

4

23 ஆம் என்றால் உள்ளூர் நபர்களுடைய ஒத்துழைப்புடன் கூடிய சுற்றுலா இடங்கள்

1

2

3

4

What are the places in Chennai would you like to visit(list your preference)

1

2

3

4

24 சென்னையில் நீங்கள் எந்தெந்த இடங்களை பார்க்க விரும்புவீர்கள்?

1

2

3

4

Income

1 Less than Rs.3000.- ☐

2 Rs.3000 - 6000 ☐

3 Rs.6000 - 9000 ☐

4 Rs.9000 - 12000 ☐

5 Rs.12000 - 15000 ☐

6 Rs.15000 - 20000 ☐

7 Above Rs.20000 ☐

25 வருமானம்

1 ரூ.3000த்திற்குகுறைவாக ☐

2 ரூ.3000 – 6000 ☐

3 ரூ.6000 – 9000 ☐

4 ரூ.9000 – 12000 ☐

5 ரூ.12000 – 15000 ☐

6 ரூ.15000 – 20000 ☐

7 ரூ.20000த்திற்கு மேலாக ☐

APPENDIX B

DETAILS OF ACCOMMODATION : HOTELS (LODGES), GUEST HOUSES – CHENNAI	
Sl.NO	**Name & Addresses**
1	JAYA LODGE
2	VASANTHA VIHAR LODGE
3	K.V.N.M LODGE
4	BRINDAVAN LODGE
5	HOTEL VISHRAM
6	SRI NARASIMMA
7	SHANTHI BHAVAN LODGE
8	MY VICTORY LODGE
9	GREAT LODGE
10	KERALA BHAVAN LODGE
11	JAY SANKAR LODGE
12	SARAVANA LODGE
13	HOTEL DE KERALA
14	CENTRAL LODGE
15	MODERN CENTRAL LODGE
16	AMBIKA LODGE
17	SRI R.A. LODGE
18	MOTHI LODGE
19	LOTUS LODGE
20	BRAZEE LODGE
21	HOTEL SORNAM INTERNATIONAL
22	PARK LODGE
23	POONKUZHALI LODGE
24	SRI BALAKRISHNA LODGE
25	RAVINDRA LODGE
26	DOSS LODGE
27	SRI VENKATESWARA LODGE
28	NEO PARK LODGE
29	RAJAN LODGE
30	WHITE LODGE
31	ARUN LODGE
32	HOTEL DE PRAKASH
33	ARYA VAISIYA MEALS HOTEL
34	NATIONAL LODGE
35	NATIONAL ANNEXE LODGE
36	SRI RAM LODGE

37	VIJAYA LODGE
38	MOHAN LODGE
39	NEW GRAND LODGE
40	RENGA LODGE
41	KANDAN LODGE
42	THE CITY LODGE
43	SUNDAR LODGE
44	NEW KASHMIR LODGE
45	HOTEL BLUE STAR
46	HOTEL MAHASAKTHI
47	SRI VAGESWARI HOTEL
48	UDIPI HARI NIVAS LODGE
49	LOTUS LODGE
50	ITTA LODGE
51	MYSORE LODGE
52	KASHMIR LODGE
53	LAKSHMI LODGE
54	HOTEL ANAND BHAVAN
55	SWATANTRA LODGE
56	KAVITHA LODGE
57	MINT LODGE
58	KRISHNA LODGE
59	MODEL LODGE
60	NELLORE MEALS LODGE
61	CHENNAI LODGE
62	SRINIVASA BHAVAN LODGE
63	VASANTHA VIHAR LODGE
64	BEAUTY MOON LODGE
65	DORETON LODGE
66	SILVER STAR HOTEL
67	VASANTHA LODGE
68	ESWARI LODGE
69	HOTEL MELODY
70	AYYAPPAN LODGE
71	T.S.LODGE
72	ARISTROCRAT LODGE
73	GOLDEN CAPE LODGE
74	DEVI LODGE
75	BAVA LODGE
76	DOORISHA LODGE
77	SHANTHI BHAVAN LODGE
78	GREENS LODGE
79	ROSE LAND LODGE

80	ESWARI LODGE
81	SIVA LODGE
82	HOTEL PREMIER
83	EVEREST BOARDING & LODGING
84	MUTHU RAM LODGE
85	KAVERI LODGE
86	ARUPPUKOTTAI NADAR LODGE
87	MURALI LODGE
88	FRIENDS LODGE
89	WELCOME LODGE
90	VIRUDHUNAGAR NADAR MANSION
91	HOTEL PICNIC
92	VINOK LODGE
93	THANGAN LODGE
94	SIRITHI JOY LODGE
95	HOWRAH LODGE
96	BHARATH LODGE
97	BREEZE HOTEL
98	ALANKAR LODGE
99	HOTEL ABU PALACE
100	HOTEL BLUE DIAMOND
101	HOTEL DASAPRAKASH
102	R.R.LODGE
103	HOTEL MERRY LAND INN
104	HOTEL GARDENS
105	HOTEL SAKTHIPRIYA
106	HOTEL SILVER
107	MAJEFES LODGE
108	MADEENA LODGE
109	MORDEKA LODGE
110	SRI AMBIKA LODGE
111	SRI AMBIKA LODGE
112	HOTEL SRI KRISHNA
113	HOTEL PRAKASH LODGE
114	ROSHEN LODGE
115	LUCKY LODGE
116	PARIS LODGE
117	ESPLANADE LODGE
118	NEW VIJAYA LODGE
119	RAMESH LODGE
120	VIJAYA MANSION
121	KAMALA VILAS LODGE
122	HARI NIVAS HOTEL

123	RAMA BHHAVAN LODGE
124	LAKSHMI LODGE
125	TAJ MAHAL LODGE
126	MALAYALA LODGE
127	HOTEL ROLEX
128	BACKIYAM LODGE
129	HOTEL SURATH
130	SUDHARAMA LODGE
131	ELITE LODGE
132	UDIPI LODGE
133	KUTTY LODGE
134	HOTEL JANARTHANA NIVAS
135	EXCELLENT LODGE
136	HOTEL DE BROADWAY
137	RAJULA LODGE
138	BHARANI LODGE
139	MURDIS LODGE
140	HOTEL PICNIC PLAZA
141	BRINDAVAN LODGE
142	HOTEL SARADHA NIVAS
143	SARADA MANSION
144	HOLIDAY HOME
145	HOTEL PRESIDENT
146	HOTEL KARPAGAM
147	SRI SAI LODGE
148	LUZ LODGE
149	CHANDRA BHAVAN LODGE
150	UDIPI COFFEE HOUSE LODGE
151	BALAN LODGE
152	SUPPARAM LODGE
153	SRI VENKATESWARA LODGE
154	VIJAYA LODGE
155	HAPPY LODGE
156	YADGAR LODGE
157	N.R.S.MANSION
158	SRI DWARAKA LODGE
159	NEW WOODLANDS HOTEL
160	AJANTHA HOTEL
161	HOTEL SAVERA
162	HOTEL SWAGATH
163	ANDHRA MAHILA SABHA
164	MYLANDSLODGE
165	OM SINDOORI HOTELS

166	CONNEMAA HOTEL
167	MADRAS INTERNATIONAL HOTEL
168	V.C.R. LODGE,
169	HOTEL CHOLA SHERATON
170	HOTEL PARK SHERATON
171	HOTEL RESIDENCY
172	HOTEL PALMGROVE
173	HOTEL SRI-LEKHA
174	HOTEL MARIS
175	HOTEL AMARJOTHI
176	ZAMA LODGE
177	ROSE LAND LODGE
178	HOTEL ELDAMS
179	HOTEL PENINSULA
180	VELU MILITARY HOTEL
181	BHARAT GUEST HOUSE
182	MURUDEES LODGE
183	RAMACHANDRA LODGE,
184	RAM PRASAD LODGE
185	AMBASSADAR LODGE
186	MARUTHI LODGE
187	HOTEL NIRMAL DAKSHIN
188	HOTEL MALLIKA
189	SEA-SIDE LODGE
190	YATGAR LODGE
191	DWARAKA LODGE
192	SRIRAMAKRISHNA LODGE
193	VIJAYA LODGE
194	A.V.C. LODGE
195	SARMANI LODGE
196	SRI RAMAKRISHNA NIVAS LODGE
197	MIDLAND LODGE
198	HOTEL EMBEE INTERNATIONAL
199	HOTEL VAIGAI
200	HOTEL IMPERIAL
201	HOTEL SUDHARA
202	BRINDHAVAN LODGE,
203	HOTEL NEW SANGAM
204	POONGA HOTEL
205	HOTEL GEETANJAI
206	SRI DURGA LODGE
207	MALARKODI LODGE
208	RATHNA MANSION

209	JEYARAM MALIGAI
210	ARUNA LODGE
211	KALAIVANI MALIGAI
212	LIBERTY HOTELS
213	UMA LODGE
214	PANDIAN LODGE
215	MAURYA HOTELS
216	UDAYA LODGE
217	OORVASI LODGE
218	BHARGAVI LODGE
219	NAVEEN INTERNATIONAL ROHINI LODGE
220	ROHINI LODGE
221	ROHII INTERNATIONAL
222	TAJ CORAMANDAL HOTEL
223	HOTEL RANJITH
224	HOTEL GANPAT
225	HOTEL HAR
226	HOTEL SRI RAGAVENDRA
227	HOTEL HARRISON
228	QUALITY INN-ARUNA
229	HOTEL RAJ
230	HOTEL RAM INTERNATIONAL
231	HOTEL PRATAP PLAZA
232	HOTEL CHANDRA TOWERS
233	HOTEL IMPALA
234	BHUVANESWARI LODGE
235	SAKTHI LODGE
236	PEOPLESLDOGE
237	LAXMI MOHAN LODGE
238	NEW VICTORIA HOTEL
239	HOTEL MAJESTIC
240	SRI LAXMI LODGE
241	HTEL MASA
242	REGAL LODGE
243	ALMESA LODGE
244	DAYAL-DE.-LODGE
245	NELLAI V.O.C.NADARSANGAM LODGE
246	KAMATCHI LODGE
247	HOTEL KANCHI
248	HOTEL GURU
249	SRI PANKAJA LODGE
250	HOTEL ABIRAMI
251	DIPLOMAT LODGE

252	HOTEL SUDHA
253	HOTEL ASOKA
254	UDIPI HOME
255	HOTEL MERIT INN
256	HOTEL AMBASSADAR PALLAVA
257	HOTEL ATLANTIC
258	HOTEL VEE YES
259	PALACE LODGE
260	LALITHA LODGE
261	GURU PRAKASH HOTEL
262	DEE CEE MONOR HOTELS
263	CAMPUS LODGE
264	K.V.N. MANSION
265	PALACE LODGE
266	CHAKARA LODGE
267	KAVITHA LODGE
268	SRI GOPAL NIVAS LODGE
269	ELITE LODGE
270	TAWAN LODG
271	MASS LODGE
272	HOTEL COMPORT
273	HOTEL HAHARAJAY
274	JOHN LODGE
275	HOTEL PANDIAN
276	HOTEL REGEANT
277	HOTEL TOUIRIST HOME
278	THE SINDORI CENTRAL HOTEL
279	WINDSOR PARK
280	HOTEL OCEANIC
281	HOTEL PEACOCK
282	HOTEL SHRILEKHA
283	HOTEL RAMPRASAD
284	ADMIRALLIT HOTEL
285	HOTEL SREE KRISHNA
286	UDIPI SRI DURGA PRASAD LODGE
287	LALITHA LODGE
288	HOTEL LEELMAHA PALACE
289	HOTEL HIMALAYA
290	HOTELPRANAV
291	BHARAT REST HOUSE
292	SIVAKASINADAR MANSION
293	YOUTH HOSTEL
294	YOUTH HOSTEL

295	HOTEL TAMIL NADU
296	EGMORE RAILWAY STATION'
297	CENTRAL RAILWAY STATION
298	HOTEL PARTHAN
299	HOTEL NAYAGARA
300	NILGIRIS NEST
301	GOVERNMENT GUEST HOUSE
302	M.L.A. HOSTELS
303	CHINTHADRIPET REST HOUSE
304	HOTEL DAKSHIN
305	HOTEL MAHA POPULAR
306	HHOTEL RIVERA
307	HOTEL GANGA INTERNATIONAL
308	MOWBERY'S INN
309	HOTEL KIN'S PARK
310	HOTEL SRI RAM NALLAMANI
311	HOTEL WOODLANDS
312	GUEST HOUSE
313	TOURIST HOSTEL
314	TRANSIT HOUSE
315	NATHAN'S LODGE
316	BROADLANDS LODGE
317	CAP MANSION
318	MADURAI MANSION
319	PRINCE GUEST HOUSE
320	PRINCE GUEST HOUSE
321	CLASSIC GUEST HOUSE
322	MALAR MASION

APPENDIX C

LIST OF DIVISION NAME

DIVISION ID	DIVISION NAME
1	KODUNGAIYUR(W)
2	KODUNGAIYUR(E)
3	Dr.RADHAKRISHNAN NAGAR(N)
4	CHERIYAN NAGAR(N)
5	JEEVA NAGAR(N)
6	CHERIYAN NAGAR(S)
7	JEEVA NAGAR(S)
8	KORUKKUPET
9	MOTTAI GARDEN
10	KUMARASAMY NAGAR(S)
11	Dr.RADHAKRISHNAN NAGAR(S)
12	KUMARASAMY NAGAR(N)
13	Dr.VIJAYARAGHAVALU NAGAR
14	TONDIARPET
15	SANJEEVIRAYAN PET
16	GRACE GARDEN
17	MA.PO.SI.NAGAR
18	ROYAPURAM
19	SINGARA GARDEN
20	NARAYANAPPA NAICKEN GARDEN
21	OLD WASHERMENPLET
22	MEENAKSHI AMMANPET
23	KONDITHOPE
24	SEVEN WELLS(N)
25	AMMAN KOIL
26	MUTHIALPET
27	VALLAL SEETHAKKADHI NAGAR
28	KATCHALEESWARAR NAGAR
29	SEVEN WELLS(S)
30	SOWCARPET
31	BASIN BRIDGE
32	VYSARPADI(S)
33	VYSARPADI(N)
34	PERAMBUR(N)
35	PERAMBUR(E)
36	ELANNGO NAGAR
37	PERAMBUR(S)

38	THIRU.VI.KA.NAGAR
39	WADIA NAGAR
40	Dr.SASTHIAVANIMUTHU NAGAR
41	PULIAN THOPE
42	Dr.BESANT NAGAR
43	PEDDUNAICKEN PET
44	PERUMAL KOIL GARDEN
45	THATTAN KULAM
46	CHOOLAI
47	PARK TOWN
48	ELEPHANT GATE
49	EDAPALAYAM
50	AGARAM(N)
51	SEMBIAM
52	SIRUVALLOOR
53	NAGAMMAI AMMAIYAR NAGAR
54	AGARAM(S)
55	VIDUTHALAI GURUSAMY NAGAR
56	AYANAVARAM
57	NAGAMANI AMMAIYAR NAGAR(S)
58	PANNEERSELVAM NAGAR
59	MARAIMALAI ADIGAL NAGAR(N)
60	MARAIMALAI ADIGAL NAGAR(S)
61	PURASAIWAKKAM
62	KOLATHUR
63	VILLIWAKKAM(N)
64	VILLIWAKKAM(S)
65	VIRUGAMBAKKAM(N)
66	ANNA NAGAR(W)
67	ANNA NAGAR(C)
68	ANNA NAGAR(E)
69	SHENOY NAGAR
70	KILPAUK(N)
71	GANGADEESWARAR KOIL
72	KILPAUK(S)
73	AMINJIKARAI(E)
74	AMINJIKARAI(C)
75	AMINJIKARAI(W)
76	PERIYAR NAGAR(N)
77	PERIYAR NAGAR(S)
78	NUNGAMBAKKAM
79	ADIKESAVAPURAM
80	NEHRU NAGAR

81	CHINTHADRIPET
82	KOMALEESWARANPET
83	BALASUBRAMANIAM NAGAR
84	THIRUVATEESWARANPET
85	Dr.NATESAN NAGAR
86	CHEPAUK
87	JAM BAZZAAR
88	UMAR PULAVAR NAGAR
89	TRIPLICANE
90	MARINA
91	KRISHNAMPET
92	BHARATHI NAGAR
93	AZAD NAGAR(N)
94	BHARATHIDASAN NAGAR
95	AZAD NAGAR(S)
96	VIVEKANANDAPURAM
97	ANJUGAM AMMAIYAR NAGAR
98	KOSAPET
99	PATTALAM
100	ANBAZHAGAN NAGAR
101	PERUMALPET
102	KANNAPPA NAGAR
103	Dr.AMBEDKAR NAGAR
104	CHETPET
105	EGMORE
106	PUDUPET
107	KO SU MANI NAGAR
108	NAKKEERAR NAGAR
109	THOUSAND LIGHTS
110	AZHAGIRI NAGAR
111	AMIR MAHAL
112	ROYAPETTAH
113	TEYNAMPET
114	SATHYAMURTHY NAGAR
115	ALWARPET(N)
116	ALWARPET(S)
117	VADAPALANI(W)
118	VADAPALANI(E)
119	KALAIVANAR NAGAR
120	NAVALAR NEDUNCHEZHIAN NAGAR(E)
121	NAVALAR NEDUNCHEZHIAN NAGAR(W)
122	ASHOK NAGAR
123	M.G.R.NAGAR(N)

124	KAMARAJAR NAGAR(N)
125	KAMARAJAR NAGAR(S)
126	THIYAGARAYA NAGAR
127	RAJAJI NAGAR
128	VIRUGAMBAKKAM(S)
129	SALIGRAMAM
130	KODAMBAKKAM(N)
131	KODAMBAKKAM(S)
132	SAIDAPET(W)
133	KUMARAN NAGAR(N)
134	KUMARAN NAGAR(S)
135	SAIDAPET(E)
136	K.K.NAGAR
137	V.O.C. NAGAR
138	G.D.NAIDU NAGAR(E)
139	G.D.NAIDU NAGAR(W)
140	GUINDY(W)
141	GUINDY(E)
142	BHEEMANNAPET
143	TIRUVALLUVAR NAGAR
144	MADHAVAPERUMALPURAM
145	KARANEESWARARPURAM
146	SANTHOME
147	MYLAPORE
148	AVVAI NAGAR(N)
149	RAJA ANNAMALAIPURAM
150	AVVAI NAGAR(S)
151	ADAYAR(W)
152	ADAYAR(E)
153	VELACHERY
154	THIRUVANMIYUR(W)
155	THIRUVANMIYUR(E)

APPENDIX D

LIST OF TOURIST SPOTS

TOURIST SPOT ID	TOURIST SPOT NAME
1	KACHALEESWARAR TEMPLE
2	KANDASWAMY TEMPLE
3	HIGH COURT
4	PERIAMET MOSQUE
5	ANNA TOWER
6	FORT MUSEUM
7	CLIVE'S CORNER
8	ST. MARY'S CHURCH
9	FAIR LANDS
10	WAR MEMORIAL
11	GANDHI ILLAM
12	GOVT. MUSEUM
13	NATIONAL ART GALLERY
14	ANNA MEMORIAL
15	AQUARIUM
16	PARTHASARATHI TEMPLE
17	BIG MOSQUE
18	THOUSAND LIGHTS MOSQUE
19	ST. GEORGE'S CATHEDRAL
20	SHANTINATH JAIN MANDIR
21	VALLUVAR KOTTAM
22	VADAPALANI TEMPLE
23	CINEMA STUDIO
24	LIGH HOUSE
25	SANTHOME BASILICA
26	KAPALEESWARAR TEMPLE
27	SRI RAMAKRISHNA MATT
28	SAI BABA TEMPLE
29	SAI BABA MATT
30	LITTLE MOUNT CHURCH
31	KAMARAJ MEMORIAL
32	GANDHIJI MEMORIAL
33	RAJAJI MEMORIAL
34	SNAK PARK

35	THEOSOPHICAL SOCIETY HQRS.
36	BANYAN TREE
37	VELANKANI CHURCH
38	MAHALAKSHMI TEMPLE
39	KALAKSHETRA
40	MARUNDEESWARAR TEMPLE
41	BIRLA PLANITORIUM
42	GUINDY CHILDREN'S PARK
43	ARMENIAN CHURCH
44	CENTRAL STATION
45	RIPON BUILDING
46	ST. ANDREW'S KIRK
47	INTEGRAL COACH FACTORY
48	ADHIPURISWARAR TEMPLE
49	CHEPAUK PALACE
51	UNIVERSITY BUILDING
50	MARINA BEACH
52	PRESIDENCY COLLEGE

APPENDIX E

LIST OF THE RESTAURANTS

REST. ID	RESTAURANT NAME
1	AMARAVATHI REST.
2	APANA PUNJAB REST.
3	BILLAI REST.
4	BUHARI'S REST.(1)
5	BUHARI'S REST.(2)
6	BUHARI'S REST.(3)
7	CHUNG FA REST.
8	CHUNGKING REST.
9	DURBAR GRILL REST.
10	FIESTA REST.
11	GANGA REST.
12	IMPALA REST.
13	NANKING REST.
14	PALIMAR REST.
15	PALS REST.
16	SHANTI VIHAR REST.(1)
17	SOUTHERN CHINESE REST.
18	WOOLANDS DRIVE-IN-REST.
19	ESKIMO REST.
20	HAVELI REST.
21	KARAIKUDI REST.
22	AACHI REST.
23	MATHURA REST.
24	SHANTHI VIHAR REST.(2)
25	AVM DASS REST.
26	PICNIC REST.

APPENDIX F

LIST OF SHOPPING CENTRE

SHOPPING CENTRE. ID	SHOPPING CENTRE NAME
1	BURMA BAZAAR
1	BURMA BAZAAR
2	C.L.S. BOOK SHOP
3	CANE & BAMBOO (H'CRAFT)
4	CAUVERY SUPER MARKET
5	CHINA BAZAAR
6	CHINATAMANI SUPER MARKET
7	COTTAGE INDUSTRIES EXPOSITION (H'CRAFT)
8	DORCAS (H'CRAFT)
9	ELDORADO
10	FLOWER BAZAAR
11	FOUNTAIN PLAZA
12	GRAMODAYOG BAZAAR (COTTAGE PROD.)
13	HANDLOOM HOUSE
14	HARYANA HANDLOOMS
15	HIGGINBOTHAMS(BOOKS)
16	KAIRALI (H'CRAFT)
17	KAMADHENU SUPER MARKET
18	KASHMIR GOVT. ARTS EMPORIUM
19	KAVERI (H'CRAFT)
20	KENNEDY BOOK HOUSE
21	KHADI GRAMODYOG BHAVAN (COTTAGE PROD.)
22	KHADI KRAFT (COTTAGE PROD.)
23	KHADI KRAFT (COTTAGE PROD.)
24	KOTHAWAL CHAVADI
25	KURALAGAM (COTTAGE PROD.)
26	T.NAGAR MARKET
27	MOORE MARKET
28	PAI & CO (BOOKS)
29	PANAGAL PARK SILK SHOPS
30	PARSN COMPLEX
31	PONDY BAZAAR
32	POOMPUHAR (H'CRAFTS)

33	PRIYADARSHINI (H'CRAFT)
34	PURBASHREE (H'CRAFT)
35	RATTAN BAZAAR
36	RADHA SILK EMPORIUM
37	ROUND TANA
38	SARALA ART CENTRE
39	SPENCER & CO
40	TACEL
41	T.N. HANDLOOM WEAVERS CO-OP.
42	U.P. HANDLOOMS
43	VANAVIL
44	VICTORIA TECHNICAL INSTITUTE (H'CRAFT)
45	VUMMIDIYAR SHOPPING CENTRE
46	GOI PUB. SALES
47	NILGIRIS (FOOD PROD.)
48	KONICA COLOUR LAB
49	LAND MARK
50	LAWRENCE & MAYO
51	ALSA MAHAL
52	AMERICAN BOOK CENTRE
53	BAPALAL & CO. JEWELLERS
54	DANAI BOOK SHOP
55	FIVE STAR SUPER MARKET
56	GIGGLES BOOK BOUTIQUE
57	SRI KUMARAN
58	VITAN SUPER MARKET
59	KLEIN & PAYERIL
60	KUMARAN SILKS
61	LAKSHMI SUPER MARKET
62	NALLI SILKS
63	M.V.J. DEPARTMENTAL STORES
64	V.G.P. COMPLEX
65	C.P. ART GALLERY
66	BATA SHOWROOM
67	HARI AGENCIES
68	INDIA BOOK HOUSE
69	MANGALDEEP
70	READY MONEY SHOP
71	SWEET MEMORIES

APPENDIX G

LIST OF TRAVEL AGENTS

TRAVEL AGENT ID	TRAVEL AGENTS NAME
1	ASIAN TRAVELS
2	MERCURY TRAVELS
3	SITA WORLD TRAVELS
4	THOMAS COOK'S
5	TRADE WINGS
6	TRAVEL CORPN OF INDIA
7	EASTMENT TRAVELS & TOURS
8	STIC TRAVELS
9	BINNY TRAVEL SERVICE
10	HOLIDAY NEPAL
11	GAY TRAVELS

APPENDIX H

LIST OF TRAVEL AID CENTRE

TRAVEL AID CENTRE ID	TRAVEL AID CENTRES
1	AIR FRANCE
2	AIR INDIA, INDIAN AIRLINES
3	AIR LANKA
4	ALITALIA
5	ANNA SALAI HEAD POST OFFICE & PHILATELIC BUREAU
6	ASIAN TRAVELS
7	AUTOMOBILE ASSN. OF S.I.
8	BHARAT TRAVELS
9	BINNY TRAVELS
10	BLAZE RENT-A-CAR
11	BRITISH AIR WAYS
12	CHIEF IMMIGRATION OFFICE
13	CUSTOMS HOUSE
14	EXPRESS BUS STAND
15	FOREIGNER'S REGL. REGISTRATION OFFICE
16	GAY TRAVELS
17	GOI TOURIST OFFICE
18	GPO & TELEGRAPH OFFICE
19	GOVAN TRAVELS
20	GULF AIR
21	HARYANA,KERALA,RAJASTHAN,UP,W.B.,TOURIST INF.
22	TN TOURISM DEV. CORPN.
23	INDIA TOURISM DEV. CORPN(2)
24	LUFTHANSA & SINGAPORE AIRLINES
25	MAS
26	MERCURY TRAVELS
27	MOFUSSIL BUS STAND
28	ORIENT EXPRESS
29	OVERSEAS COMMUNICATION SERVICE
30	PALLAVAN TRANSPORT CORPN.
31	PASSPORT OFFICE
32	POST RESTANTE
33	PRESS INFORMATIN BUREAU
34	RAILWAY LOST PROPERTY OFFICE
35	RAM MOHAN TRAVELS
36	SHERIF TRAVELS

37	SITA TRAVELS
38	S.RLY BKG.OFFICE
39	STATE INFORMATION CENTRE
40	STIC TRAVELS
41	THIRUVALLUVAR TRANSPORT CORPN.
42	THOMAS COOK
43	TIRUPATI INF. CENTRE
44	TN DEPT. OF TOURISM
45	TN GOVT. TOURIST OFFICE

APPENDIX I

SOURCES OF DATA COLLECTION

- INDIA TOURISM DEVELOPMENT CORPORATION (ITDC), CHENNAI
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